

Director of Annual Giving Production Services OLV Charities

OLV Charities is the philanthropic and support services arm of the OLV organizations. Each year, OLV Charities secures much needed financial support for OLV Human Services, as well as OLV National Shrine & Basilica and Elementary School. This includes fundraising through major and planned gifts; grants; special events; and our annual direct-mail appeals to a national donor base of more than 55,000. OLV Charities also provides other support services to OLV Human Services and the Basilica, including Communications, Marketing, Information Technology, HVAC and Maintenance Services.

POSITION SUMMARY:

The Director of Annual Giving Production Service's primary responsibility is the management and successful execution of print production of OLVC's annual direct mail giving campaigns, along with an annual electronic giving campaign. Working knowledge is required in direct mail, print, imaging, highly complex variable, letter shop, fulfillment and USPS requirements. Strong leadership in vendor management, print buyer, sourcing skills required. In addition to production management, this position will require someone with strong communication and management skills.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Manage production activities for all annual and mission advancement direct fundraising mailings, collaborating with internal teams, from concept development through completion. Includes overseeing the creation and production of productive and cost-effective direct-mail pieces to active donors
2. Lead all efforts related to electronic giving
3. Oversee and collaborate with the E-Philanthropy Coordinator to create a strategic annual electronic giving campaign that complements our direct mail giving campaigns
4. Maintain and strengthen the donor pipeline, by increasing donor renewals and increased gift levels
5. Achieve agreed upon annual revenue goals for both direct mail appeals and electronic giving
6. Segment existing donor data base to effectively engage and secure financial support
7. Develop affinity tracks to deepen donor engagement and support
8. Continuously research and communicate innovative production and industry-related ideas and technologies

9. Share updated USPS information and regulations (rate increases, promotions) with internal teams
10. Maintain OLV's commitment to excellence in regard to the quality of the "donor experience"
11. Responsible for the timely and accurate acknowledgment of donations
12. Create and lead the associate giving program for all OLV employees (OLV Charities, OLV Human Services, OLV National Shrine & Basilica, Elementary School)
13. As a member of the Mission Advancement team, contribute to fundraising strategy development, process improvement, alternative formats and cost savings ideas
14. Manage the vendor relationships with skill, fairness, an eye for detail and a sense of urgency as you schedule and manage the in-house and outsourced production
15. Maintain open lines of communication with internal teams including Creative Services
16. Develop production schedules which include key dates for meeting requested production milestones and mail date(s)
17. Effectively manage production budgets to maximize ROI
18. Maintain key performance metrics dashboard
19. Travel to vendor meetings
20. Perform all other related duties, and functions as assigned

SKILLS

1. Track record in leading an aggressive direct mail program and achieving defined goals
2. Possesses strong interpersonal skills with ability to build positive relationships with others
3. Possesses excellent verbal and written communication skills
4. Ability to take initiative and problem solve issues creatively and independently to implement solutions
5. Ability to analyze and interpret data, identify trends and make recommendations that translate into results
6. Ability to research information and utilize it for making decisions
7. Strong time management and organizational skills
8. Ability to be both an excellent team leader and team player
9. Strong computer skills, including utilizing database systems like Blackbaud NXT and ability to learn online project tools
10. Ability to use Microsoft Office products and a variety of social media and web-content tools
11. Good project management skills including prioritization, ability to work under tight deadlines while successfully executing multiple fundraising campaigns
12. Ability to represent Production as a skilled, senior level subject matter expert; experience in presenting an informed point-of-view and technical expertise to a project team
13. Skilled at providing clear, timely feedback to others and coaching for performance results

14. Ability to set and communicate expectations, assist with setting performance goals, holding direct reports accountable to outcomes
15. Ability to manage direct report(s), monitor and assess job performance
16. Skilled at interviewing and selecting talent
17. Ability to demonstrate OLV Charities' values and mission
18. Ability to travel for vendor meetings

EDUCATION AND EXPERIENCE

1. B.A./B.S. Degree in a related field (Communications, Marketing, Business, etc.) required
2. Master's Degree preferred
3. Minimum 3-5 years of experience in increasingly responsible direct mail production and leadership roles preferred
4. 10 years of print production and/or direct mail experience preferred
5. Experience in annual direct mail fundraising preferred
6. Experience with utilizing database systems, preferably with Blackbaud NXT
7. Experience and skill in supervising and managing others
8. Experience in the health and human services sector preferred

Email resume and cover letter to: ResumeHRGeneralist@gmail.com

Or send cover letter along with resume to:

OLV Charities

Human Resources Department

780 Ridge Road; Lackawanna, NY 14218