

## 2024 Campaign Manager

**Position Summary:** The Campaign Manager supports fundraising efforts at Community Shares of Wisconsin (CSW), with a special focus on employee workplace giving campaigns. This position will oversee the coordination of fall workplace fundraising campaign through employee giving sites, including oversight of campaign files, compliance with policies, communication with employers and employees, distribution of materials and campaign tracking.

**Reports to:** Executive Director

**Hours:** 100% FTE (40 hours/week)

**Salary Range:** \$54,075-\$64,890

**Benefits:** Full benefits are available including health and dental insurance, a retirement plan, and a generous flexible paid time off policy including paid parental leave. CSW is a hybrid workplace, allowing you to work remotely for part of your schedule, with some in-office time required in our Madison-based office.

### Knowledge and Skills

- Excellent organizational skills with ability to meet deadlines.
- A commitment to social and environmental justice.
- Ability to communicate respectfully and effectively with a diverse community of staff, board members, stakeholders, and constituents.
- Demonstrated ability to manage multiple projects simultaneously in an organized, detailed and efficient manner.
- Proficiency in MS Office (Word, Excel), and database systems.
- Ability to work independently, take initiative, seek advice and work collaboratively in a team environment.
- Competency in public speaking.

### Essential Functions

- Communicate by email, Microsoft Teams/Zoom, phone.
- Comfort with public speaking including presentations about CSW member nonprofits and their values and missions.
- Use software to track campaign progress and donation details.
- Attend offsite meetings, as needed.

### Job Duties:

#### Private Workplace Campaign Management, 50%

1. Coordinate relationships with private sector sites including communication with CEO and campaign coordinators.
2. Setup, maintain, manage, and implement online donation software and campaigns.
3. Oversee collection of annual workplace campaign details related to number of employees, main contacts, physical pledge materials needs, etc.

4. Develop and assemble donor and coordinator materials in coordination with external marketing agency.
5. Oversee packaging and distribution of private campaign materials to private campaign sites with volunteers; including developing a packing list and delivery schedule.
6. Coordinate and make presentations to employees at worksites.
7. Manage billing and acknowledgement process for workplace donors.
8. Provide ongoing support to campaign coordinators throughout the campaign. Maintain accurate communication logs and records in Andar.
9. Implement donor and workplace coordinator communications plans.
10. Maintain physical pledge files.
11. Communicate with donors about their pledges.
12. Support donor data entry, as needed.
13. Assist with acknowledgement to individual and corporate donors.
14. Review and collect receivables in conjunction with Finance Director

#### **Public Campaigns Contract Services and Management, 30%**

1. Manage CSW public employee campaigns
2. Coordinate graphic design with external marketing agency and distribute campaign materials to coordinators, including online donation software.
3. Distribute campaign materials to respective contacts at public workplaces.
4. In coordination with Executive Director, staff public employee campaign organizing committees, as needed.
5. Assist in managing the data entry of public campaign pledges
6. Implement an annual communication plan for donors and campaign coordinators including template emails, campaign theme, etc.
7. Communicate with donors and campaign coordinators.
8. Support donor data entry.
9. Assist with acknowledgement to individual and corporate donors.
10. Manage CSW membership in their participation in other public employee campaigns including Madison Metropolitan School District, Combined Federal Campaign, Madison College. Serve on necessary committees to support public campaigns and elevate CSW's involvement, as needed.
11. Communicate opportunities for involvement with other staff and members.

#### **The Big Share, 10%**

Assist staff team with implementation of online giving day, providing assistance where needed for events, coordination with donors, and prize management.

#### **Racial Justice, 5%**

Actively engage in training and education related to racial justice and other Diversity, Equity, and Inclusion activities.

#### **Perform other duties as assigned, 5%**