



Archdiocese of Baltimore
Central Services Job Description

Job Title: Associate Director of Engagement, Recognition, and Principal Gifts Stewardship

Grade:

FLSA Status: Exempt

Division/Office: Advancement

Department: Advancement

Reports To: Senior Director of Engagement and Giving

Standard Hours: Minimum 40 Hours per week

Description

The Archdiocese of Baltimore (AOB) Advancement Team seeks an **Associate Director of Engagement, Recognition, and Principal Gifts Stewardship (AD)**, an individual with significant major gifts, campaign, and planned giving experience, one with a tireless work ethic, commitment to mission, focus on excellence, creative thinking, and optimism. The Chief Advancement Officer is currently growing the Advancement Team and fundraising program. Therefore, it's an excellent time for an entrepreneurial-minded, relationship-builder to join the team as we plan and prepare for the next archdiocesan comprehensive campaign. This dynamic, diplomatic, and customer-service-oriented team member cultivates and works in partnership with all Advancement staff to steward and strengthen new and existing relationships with donors. In addition, this professional will assist in the management and implementation of a comprehensive recognition and engagement plan for the AOB's most loyal and generous donors to increase the AOB's reputation for excellence. In partnership with the Chief Advancement Officer, Senior Director of Engagement and Giving, and Senior Director of Philanthropy, the AD will design, implement, evaluate, and maintain the strategic stewardship outreach, communication, reporting, events, and programming for all facets of the fundraising program with an emphasis on major, planned giving, and principal gift donors to align with fundraising priorities and goals.

In collaboration with the Advancement team, the Associate Director will offer fundraising strategy support and organize the efforts of impact reporting and stewardship plans for donors AOB-wide. Further, this highly collaborative professional will plan and execute donor engagement events and other initiatives to foster and grow donor satisfaction and retention. The AD will implement and manage consistent and timely protocols for celebrating, acknowledging, recognizing, engaging, and communicating with donors the impact of their gifts to the AOB that will ultimately strengthen their relationship and encourage their ongoing support of the AOB. The AD will develop high-quality and thoughtful points of contact and engagement to retain the AOB's highest-level donors and support the ongoing, personalized stewardship of principal gifts, including the writing and editing of stewardship and related materials, particularly associated with the impact of philanthropic support. The opportunity and responsibility of this talented professional are to ensure that all engagement and recognition programs and initiatives are conducted according to the highest standards of excellence.

Essential Functions:

Comprehensive Donor Engagement and Recognition

- Create and implement appropriate recognition for first-time donors to ensure retention of the new acquisition pipeline
- Manage the AOB's Recognition Societies for consecutive, leadership annual, major, and planned giving donors, working collaboratively to establish ongoing activities for donors that strategically enhance their giving experience and promote retention
- Oversee acknowledgment matrix and protocols
- Consult with Advancement staff and senior-level colleagues to gain information and insights about the AOB's donors to develop appropriate individual stewardship plans when necessary
- Ensure that donor recognition, engagement activities, and other stewardship initiatives are planned and executed efficiently and follow AOB, the Catholic Community Foundation (CCF), and federal regulations
- Oversee all impact reporting and implement endowment reporting for high-end donors
- Develop and implement strategic, systematic, and integrated AOB-wide policies and procedures that are essential for a comprehensive donor communication and recognition program



Archdiocese of Baltimore Central Services Job Description

- Meet with fundraisers to direct their stewardship plans and assist with their cultivation and stewardship of donors at various giving levels
- Ensure that donor relations communications respond to emerging fundraising goals and objectives and that the value of stewardship is taught at every level of the advancement operation, thus strengthening the AOB's relationship with its donors
- Provide insight and expertise on how to increase the quality and effectiveness of recognition programs by staying informed of the latest ideas, developments, and trends in donor relations strategies through attendance at professional conferences and by collaborating with a network of professional colleagues and resources
- Offer event leadership and implement all donor recognition and engagement events, including but not limited to Building Groundbreakings, Dedication Events, Gift Signings, etc.

Principal Gifts Stewardship

- Manage all efforts for the recognition society for donors who have contributed \$1 million or more in their lifetime to the AOB and CCF. This includes, but is not limited to, welcome communications and packets once donors reach this level, acknowledgments, events, programming, and communication initiatives.
- Implement and manage Individualized Engagement Plans and Impact Reports for Principal Gift Donors and assist with the strategy and the organization of efforts for stewardship plans and impact reporting for major gift donors to the AOB/CCF
- Lead meetings with fundraisers, senior leadership, and others as appropriate to plan and implement strategies and organize stewardship efforts of donors who have multiple points of entry with their relationships across the AOB
- Assist with gift announcements and manage unique stewardship plans for donors that make a gift at \$1M or more. Assist with principal gift donor communication profiles, press releases, and briefings
- Manage pledge reminders, special reporting, and communications for principal gift donors

Administrative and Customer Service

- Regularly provide reporting and analysis on donor data and independently manage maintenance for stewardship records
- Establish and manage information reporting, metric reporting, and tracking and data processes for standardizing donor recognition
- Oversee details related to event planning, including invitations and communications, and day-of execution
- Manage post-event follow-up, including tracking attendance, etc., within Raiser's Edge Donor Database, the distribution of donor recognition items, follow-up communications, etc.
- Draft accurate event or meeting briefings for AOB leadership and contribute to constructing the biographical information on key guests
- Liaise with donors to secure their approval and input on recognition stories, press releases, gift announcements, etc., and work collaboratively with other Central Services departments, especially Communications
- Support donor outreach related to interaction with the Archbishop, Chief Advancement Officer, and other key AOB leaders
- Respond to internal and external stakeholders' questions and requests related to stewardship functions, often involving research and problem-solving skills with prompt customer service, and showing judgment for when to escalate issues to the Senior Director of Engagement and Giving for resolution
- Other projects as requested by the Chief Advancement Officer, Senior Director of Engagement and Giving, and other Advancement Senior Staff

Secondary Duties and Responsibilities

- Other duties and special projects may be assigned to meet the department's and the organization's needs

Experience, Knowledge & Skills Required

- Clear, compelling, and persuasive presenter and writer, able to convey impact about the AOB and CCF's mission to inspire others to support a variety of programs with proven attention to detail, accuracy, and timeliness



Archdiocese of Baltimore ***Central Services Job Description***

- Strong customer service experience and outstanding written, oral, and interpersonal communication skills with proven attention to detail
- Capacity to anticipate needs and complete projects tasks proactively and the ability to prioritize and execute multiple projects under demanding deadlines
- Skilled at managing interactions with donors and senior-level executives
- Solid data analysis, editing and researching skills, strong attention to detail, and organizational skills
- Ability to maintain a high degree of confidentiality and responsibility regarding information related to donors and the AOB/CCF
- Experience with donor database software and relationship management processes
- Self-starter and team-oriented with an entrepreneurial spirit who can construct creative solutions
- Possess the initiative, patience, resourcefulness, and emotional intelligence to adapt to change and respond to opportunities in an entrepreneurial environment
- Ability and inner drive to adhere to best practices for fundraising, donor communications, events, stewardship, and development principles and practices

Minimum Education and Work History Experience

- Bachelor's Degree
- Minimum of five years of progressive experience in the field of donor relations, development, advancement communications, or related field
- The successful candidate must also demonstrate an understanding of donor relations and stewardship to a successful fundraising program
- Preference is given to candidates with an understanding of the Archdiocese of Baltimore's philanthropic community and with frontline fundraising experience

Other Required Qualifications

- Ability to work a flexible schedule, including some evenings and weekends. This position is based in Baltimore, MD, with opportunities for remote work
- Experience with integration of strategy into an organization's greater vision, mission, and goals
- Capacity to work independently and collaboratively, and collegially with a high-functioning team
- Demonstrate commitment to continuing professional development opportunities that update job knowledge and expand personal network
- Understanding and appreciation for the mission of the Roman Catholic Church within the Archdiocese of Baltimore
- Positive attitude, proven ability to work successfully with diverse populations and demonstrated commitment to promote and enhance diversity, equity inclusion, and participation (DEIP) solicitation strategies within the workplace

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