



JOB DESCRIPTION

Job Title: Advancement Manager
Reports To: Executive Director

Status: Non-Exempt

Position Summary: We are seeking a dynamic Advancement Manager to support the organization's fundraising efforts. This role works closely with the Executive Director to implement the Advancement Fundraising Plan, support donor engagement, and ensure strong operational execution across advancement activities.

This position serves as a key partner in advancing fundraising strategy while also owning critical administrative and systems functions, including donor database management, gift processing, and list development. The role will participate in donor meetings, support cultivation and solicitation efforts, and help coordinate follow-up and next steps.

The Advancement Manager will work in close collaboration with the Communications Manager, who leads communications strategy and execution, ensuring alignment between fundraising and communications efforts.

This is an ideal role for a highly organized, relationship-oriented professional who is ready to grow into senior advancement leadership positions.

Primary Duties

- **Strategic Operations & Executive Support** Reports to the Executive Director to partner on the implementation of the Advancement Fundraising Plan. Provide high-level support including donor research, meeting preparation, briefing materials, and follow-up coordination. Participate in donor meetings and assist in managing next steps and relationship strategy.
- **Donor Relations & Portfolio Support** Support cultivation, solicitation, and stewardship of donors and prospects. Manage a small portfolio of donors as appropriate, while assisting the Executive Director with relationship management, outreach, and engagement strategies.
- **Fundraising Coordination & Campaign Execution** Assist in the execution of fundraising campaigns, donor appeals, and outreach efforts. Coordinate timelines, materials, and distribution in partnership with the Communications Manager.
- **Database Management & Gift Administration** Oversee accuracy and integrity of the donor database, including gift entry, acknowledgments, reporting, and list management. Ensure all donor records are complete, timely, and accurate to support fundraising and recognition efforts.
- **Events & Engagement Support** Support planning and execution of events, including cultivation events, regional gatherings, and donor experiences. Responsibilities include logistics, tracking attendance, and coordinating communications before and after events.
- **Advancement Committee Support** Assist in preparing materials and supporting the Advancement Committee, including meeting preparation, stewardship activities, prospect tracking, and follow-up.
- **Community & Partner Relations** Serve as a reliable liaison with community partners, vendors, and stakeholders as needed to support advancement initiatives.

Minimum Educational & Experience Requirements

- Bachelor's degree or equivalent professional experience demonstrating comparable knowledge and skills
- 3–5 years of relevant professional experience; nonprofit and/or fundraising experience preferred

Minimum Skill Requirements

- Superior organizational skills with ability to manage multiple priorities and meet deadlines
- Strong attention to detail, particularly related to data accuracy and donor records
- Experience with database management (CRM systems), reporting, and list management
- Excellent writing, editing, and verbal communication skills
- Ability to support and interact with donors and external stakeholders professionally and confidently
- Disciplined self-starter, capable of working independently and as part of a team
- Strong problem-solving skills and ability to learn quickly
- Natural relationship-building skills and customer-service orientation
- Ability to manage both strategic support and administrative execution effectively
- Experience with social media and design tools a plus (in collaboration with Communications Manager)
- Personal passion for land conservation, the environment, rural communities, and the outdoors (preferred)

Physical Demands

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions of the position.

- Continuous remaining in a stationary position, particularly, but not limited to, at a desktop computer
- Continuous visual review of electronic and print documents
- Continuous repetitive use of hands/arms; particularly concerning typing, writing, phone & computer use
- Continuous communication: verbal and written, in-person, phone and electronic
- Occasional walking over uneven terrain during outings and other events

Work Environment

- In-person office environment averaging two times per week in Harrisonburg, VA
- Travel to meetings and events at various locations

To apply, please send a resume, cover letter, and references to admin@shenandoah.org.