

## **Fundraising and Direct Response Manager**

**Status: Full-time, Exempt**

**Reports to: Chief Advancement Officer**

The Statue of Liberty-Ellis Island Foundation seeks a full-time Fundraising and Direct Response Manager.

The non-profit Foundation, one of the most successful public-private partnerships in the country, is embarking on a new chapter. The Foundation, which partners with the National Park Service, has fundraised and overseen the restoration of Lady Liberty, the creation of the Ellis Island National Museum of Immigration, the establishment of the free 65-million-record Passenger Search database, and the construction of the new Statue of Liberty Museum. With new leadership following the retirement of its founding CEO, the Foundation seeks to build on its track record of success.

This is a chance to join a highly successful Advancement Team as it grows its efforts into new areas. Working for the Chief Advancement Officer as part of a small but growing team, the Fundraising and Marketing Manager will help the Foundation staff and illustrious Board to diversify its fundraising approaches. The Manager leads the Foundation's direct response initiatives— including a multi-channel membership renewal series and an upcoming capital campaign series— as well as online communications including email marketing and social media campaigns. This position works closely with the entire Fundraising & Marketing team and is supervised by the Chief Advancement Officer.

## **Responsibilities**

### *Direct Response / Membership*

- Plan, design, implement, evaluate, analyze, and provide overall leadership of the direct response program and identify and apply best practices in coordination with internal and external teams
- Serve as the primary liaison to direct mail, email, caging and fulfillment vendors on all aspects of services needed to support overall department strategy
- Track, report, analyze, and make recommendations on membership for the Fundraising Team, Advancement Director, and CEO
- Research and track member benefits usage and services for purposes of retaining members.

### *Other Fundraising Support*

- Assist with implementation and maintenance of stewardship plan for donors, by monitoring and analyzing donor trends and reviewing best practices.
- Manage organization's acknowledgement procedure, including fulfillment of donation premiums.
- Communicate with current and prospective mid-level donors in an enthusiastic, passionate, and persuasive manner to promote membership as requested.
- Assist in the preparation and management of the annual budget and revenue forecasts
- Work as part of the overall Advancement team to develop and execute strategies to achieve annual departmental goals

## Qualifications

- Bachelor's degree.
- 3+ years of experience in non-profit fundraising, particularly with direct response efforts.
- Passionate about the Foundation's mission and the areas of immigration, genealogy, historic preservation, and parks.
- Experience with CRM and email marketing tools strong preferred, especially Salesforce and Pardot
- Familiarity with WordPress/WooCommerce, Google Analytics, AdWords, Facebook Ad Manager preferred

## Skills

- Excellent written and verbal communication skills.
- Enthusiastic, outgoing, and self-motivated.
- High level of accuracy and attention to details in the performance of tasks and functions.
- Ability to prioritize, follow through on multiple tasks, work independently and meet deadlines.
- Ability to communicate with individuals in an enthusiastic, passionate, and persuasive manner to promote membership.

## Logistics

- This is a full-time position with full benefits.
- The work hours are generally Monday through Friday, but flexibility is required for weekend and holiday hours.
- Generally this position will work from the Foundation's offices (17 Battery Place), though 1-3 days/week of remote work may be possible.
- New hires must be in-compliance with SOLEIF's COVID-19 Mandatory Vaccination Policy as of their first day of work. This policy requires employees to have received the COVID-19 vaccination (including boosters, when recommended), unless a reasonable accommodation is approved.

## Application process

- Please email one-page cover letter and resume to: [careers@libertyellisfoundation.org](mailto:careers@libertyellisfoundation.org) with the job title in the subject line. Each file name should begin with the applicant's last name.
- Candidates are encouraged to apply soon, as applications will be reviewed on a rolling basis.
- No phone calls, please.

## About The Statue of Liberty-Ellis Island Foundation ([www.LibertyEllisFoundation.org](http://www.LibertyEllisFoundation.org))

The Statue of Liberty-Ellis Island Foundation is a non-profit that collaborates with the National Park Service in one of America's most successful public-private partnerships. The Foundation was established in 1982 when President Ronald Reagan asked Lee Iacocca to raise private funds for the historic restoration of the Statue of Liberty and Ellis Island. Among its major initiatives, the Foundation has created the Ellis Island National Museum of Immigration, developed the free 65-million-record Ellis Island Passenger Database, constructed the Statue of Liberty Museum, and funded over 200 additional projects at the islands. Follow the Foundation @StatueEllisFdn

*The Statue of Liberty-Ellis Island Foundation is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.*