



Annual Giving Officer

Job Type

Full-time

Description

The Annual Giving Officer is a critical role to ensuring that Arrowmont meets its annual fundraising goals, responsible for securing and strengthening individual and corporate giving. The position reports to the Director of Advancement (DOA) and plays an active role in the identification, cultivation, acquisition, and recognition of donors; helping build a sustainable annual fund pipeline and increase donor retention year-over-year.

Duties and Responsibilities

- **Campaign Strategy & Execution:** Collaborate with Director of Advancement to design and manage annual giving plan, including annual appeals and seasonal pushes. Responsible for co-creating creative and effective written communications, presenting a compelling case for support that results in increased annual giving support.
- **Active Solicitation & Donor Management:** Manage a portfolio of 50-100 mid-level donors, executing personalized solicitation strategies through 1:1 meetings, phone calls, and written proposals to secure gifts and upgrade giving.
- **Stewardship:** Work closely with the Director of Advancement to develop creative ways to thank donors, ensuring they receive timely and meaningful acknowledgements that demonstrate impact.
- **Acquisition & Prospect Research:** Proactively identify and qualify new donor prospects through research and wealth screening tools; develop and test innovative acquisition strategies—such as lead generation, community partnerships, and

"friend-raising" events—to convert non-donors and volunteers into first-time contributors; staying vigilant on soliciting new prospects, new concepts, and new markets.

- **Prospect Identification:** Utilize research tools and database analytics to identify constituents within the current database who have the capacity and inclination for increased support.
- **Growth Strategies:** Collaborate with team to develop multi-channel acquisition campaigns (social media, peer-to-peer, and direct mail) targeted at bringing in new donor segments and expanding organizational reach.
- **Performance Tracking:** Monitoring and analyzing portfolio performance, generating reports, and identifying areas for improvement.
- **Donor Management Software:** Uses Raiser's Edge to the fullest potential for reporting donor visits and stewardship touchpoints; working closely with the Development Administrator.
- **Team Collaboration:** Working with fundraising staff, volunteers, and external vendors, when applicable, to achieve fundraising goals.

Requirements

- Bachelor's degree or equivalent experience.
- Minimum of 2 years of experience in a relevant setting with practical knowledge of annual giving operations and understanding of what it takes to expand donor participation.
- Excellent written and oral communication skills.
- Strong computer skills and knowledge of donor management software, preferably Raiser's Edge.
- Ability to clearly articulate Arrowmont's mission; strong initiative, interpersonal, and organizational skills.
- Able to multi-task, meet deadlines, and work collaboratively.
- Ability to travel on behalf of Arrowmont and attend events and programs, as required.

WORK ENVIRONMENT

This is expected to be a hybrid position, with work occurring in Gatlinburg and in Knoxville.

Inclusion and Equal Opportunity Statement:

Arrowmont is committed to creating an anti-racist, diverse and inclusive workforce and work environment and is proud to be an equal opportunity employer. Arrowmont strongly encourages people of color, women, LGBTQ+ individuals, people with disabilities, members of ethnic minorities, and veterans to apply. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, or other applicable legally protected characteristics. Arrowmont is committed to compliance with all fair employment practices regarding citizenship and immigration status.

Generous paid time off benefits and on-campus workshop benefits annually.

Salary Description

\$58,500.00 - \$60,500.00

[Apply](#)