

**Title:** Development Manager

**Status:** 40 hours/week

**Reports to:** Director of Development & Communications

**Direct Reports:** US Development interns (seasonal)

**Based at:** San Carlos, CA

**Desired Start Date:** August 15<sup>th</sup>, 2017

**To apply:** Go to <https://villageenterprise.bamboohr.com/jobs/view.php?id=19>

**About Village Enterprise:**

Village Enterprise's mission is to end extreme poverty in rural Africa through entrepreneurship and innovation. Village Enterprise has started over 36,000 businesses, trained over 145,000 new small business owners and lifted over 780,000 people out of extreme poverty. Over 80% of our business owners are women. After one year in our program, the standard of living for our business owners increases by an average of 35% and savings increase by 200%. And after four years, 75% of our businesses are still in operation.

**What We Do:**

We believe in the power of the entrepreneurial spirit to transform lives. Village Enterprise equips people living in extreme poverty in rural Africa with the capital, tools, and training to start sustainable businesses and form savings groups. Our graduates generate income and savings from their small businesses that improves their standard of living, and breaks the cycle of poverty for their families. Multiple Randomized Control Trials have provided strong evidence that Graduation programs like ours have a significant impact on ending extreme poverty. Village Enterprise has been recognized as one of the organizations that is successfully implementing this evidence-based approach. Village Enterprise has also received two years of consecutive top ratings from the following organizations: Charity Navigator (4-star), Guidestar (gold), and Great Nonprofits ("top rated").

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The Development Manager has responsibility for functions pertaining to both individual donor fundraising and marketing and communications.

**Fundraising:**

The Development Manager assists in cultivating prospective donors, primarily through online fundraising. They also perform research and data entry, produce reports and other administrative duties.

Responsibilities include:

- Design and execute online campaigns and peer-to-peer fundraising strategies
- Perform research on existing and prospective donors
- Process all contributed income in the database, prepare regular Development Reports, process paperwork related to donations, including matching gifts
- Maintain donor records, pull lists for mailings and analysis as needed, and prepare donor revenue reports to measure results against goals

- Prepare quarterly Major Gift renewal letters
- Draft thank-you letters, help produce donor materials, and manage other ongoing correspondence with individual donors
- Coordinate direct mail solicitations
- Research fundraising best practices and develop new opportunities and ideas
- Manage the planning and execution of donor events and activities
- Manage existing local external fundraising partnerships and networks, and seek new opportunities
- Provide logistical support for Village Enterprise donor Vision trips
- Assist with other Development Department projects as needed.

***Website and Marketing:***

The Development Manager helps our organization keep our website updated and running smoothly, segments email lists, and performs A/B testing and monitor analytics to determine the most successful marketing strategies. figure out what works and what doesn't.

Responsibilities include:

- Maintain and regularly update website
- Assist in optimizing content according to industry best practices in SEO
- Manage production and distribution of monthly 'e-blast' newsletter and other donor-directed communications
- Use content management systems to analyze website traffic and user engagement metrics
- Stay up-to-date with developments in the field of poverty alleviation and generate new ideas to draw audience's attention
- In conjunction with communications team, support Village Enterprise social media accounts (Facebook, Twitter, YouTube, Linked In, and Instagram)
- Update and maintain presence on nonprofit evaluation sites such as GuideStar, Charity Navigator, and Great Non-Profits
- Maintain and regularly update inventory of marketing materials

***Other:***

- Recruit and manage interns (as needed)
- Manage Village Enterprise's conference schedule; research and support attendees' participation.

**Required Qualifications:**

- Passion for poverty alleviation
- Bachelor's degree
- Highly organized and detail-oriented
- Self-starter with demonstrated ability to initiate, plan, and execute projects
- Experience in website management and digital marketing
- Experience in Salesforce data entry and reporting
- Knowledge of SEO and web traffic metrics

- Familiarity with social media marketing
- Flexibility, patience and a sense of humor
- Excellent written and verbal communication skills
- Highly proficient in Microsoft Word, Excel, and PowerPoint templates

**Desired Qualifications:**

- Experience with Google Analytics
- Experience with Mailchimp
- Knowledge of HTML, Wordpress, CSS and Java script
- Familiarity and experience with Adobe Creative Suite