

ANNUAL FUND COORDINATOR FORT WAYNE ZOO



JOB DESCRIPTION

Revised: 11/25 | Reviewed: 11/25

Position Title: *Annual Fund Coordinator*

Supervisor Title: *Director of Philanthropy*

FMLA Status: *Nonexempt*

PURPOSE

The Annual Fund Coordinator plans, executes, and analyzes all aspects of the Annual Fund program, including multi-channel fundraising campaigns (direct mail, email, and digital), donor communications, data management, and reporting while playing a key role in engaging individual donors and growing unrestricted support for the Zoo's mission. This position works a flexible schedule to support evening and weekend donor events as required. This position also strives to embody the Zoo's values at all times, contributes to positive guest experiences, and performs other duties as required.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Essential Functions

- Develops and maintains an annual calendar of Annual Fund activities, including appeals, stewardship touchpoints, and special giving days.
- Creates and implements multi-channel fundraising campaigns (direct mail, email, and digital) with targeted messaging and audience segmentation.
- Drafts compelling donor communications, including appeal letters, email content, and stewardship pieces, ensuring alignment with Zoo branding and voice.
- Pulls donor lists, segments audiences, and manages data for appeals and reporting using CRM systems.
- Tracks campaign performance, analyzes results, and prepares reports to measure success and inform strategy.
- Collaborates with Marketing and Communications to ensure consistency across channels and optimize donor engagement.
- Maintains donor records in the Zoo's CRM systems, ensuring accuracy of contact information, gift history, and engagement notes.
- Assists with gift processing and acknowledgement letters to ensure timely and accurate stewardship.
- Stays informed and knowledgeable of current giving trends and best practices to enhance program effectiveness.
- Supports donor cultivation and stewardship activities, including occasional tours or experiences.
- Performs general office functions and assists with department reception coverage as needed.
- Works cross-functionally with Marketing and Guest Services teams to ensure integrated donor engagement strategies.
- Maintains a minimum of 12 hours of professional development annually through conferences, webinars, or training to stay current on fundraising trends and best practices.
- Supports the Zoo's commitment to continued growth of diversity, equity, access, inclusion, and belonging for team members, volunteers, guests, and supporters. Embraces these fundamentals in leadership practices.

This description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.

- Assists with special projects and helps other team members as needed.
- Actively contributes to positive guest experiences.

EDUCATION AND EXPERIENCE

To perform this job successfully, an individual must have the following education and/or experience.

- High school diploma or GED is required.
- Three years of fundraising, donor relations, or related work experience is required.
- Bachelor's degree in communications, marketing, nonprofit management, or related field is preferred.
- Experience with CRM systems (Blackbaud Altru preferred), email marketing platforms, and data analysis tools is preferred.
- A valid driver's license is preferred.
- Must have transportation to attend meetings or perform other off-site work-related duties.
- Must be at least 21 years of age.

KNOWLEDGE, SKILLS, AND ABILITIES

The requirements listed below are representative of the knowledge, skills, and/or abilities required to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Familiarity with digital fundraising strategies and content creation.
- Excellent storytelling skills to engage donor audiences.
- Excellent organizational skills with strong attention to detail.
- Ability to professionally and effectively communicate with others through written correspondence.
- Ability to troubleshoot, analyze situations, and make sound business decisions.
- Knowledge of Microsoft Office software and design tools such as Canva.
- Knowledge of general office procedures and practices.
- Knowledge of correct grammar and sentence structure.
- Ability to work a highly flexible schedule as required to successfully perform the requirements and functions of the position, including required weekend, evening, holiday, and irregular hours.
- Ability to handle confidential information.
- Ability to understand and follow all safety regulations.
- Ability to track and manage multiple tasks and priorities.
- Ability to arrive at work when scheduled and maintain a positive attendance record.
- Ability to serve as a goodwill ambassador, in every respect and at all times, for the Fort Wayne Zoological Society and the Fort Wayne Zoo in contacts with guests, partners, and the community.
- Ability to deal tactfully and politely with guest questions and misbehavior.
- Excellent communication skills to establish and maintain effective working relationships with team members, volunteers, partners, and the community.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to work an extended workday while performing physically demanding duties for special event preparation and execution.
- Ability to operate office equipment, including computers, copiers, fax machines, and phones.
- Ability to professionally and appropriately interact and communicate with others, both in person and through phone, email, and written correspondence.

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- Ability to regularly travel assigned areas several times per day and efficiently enter all assigned areas.
- Ability to read reports, receipts, and other statements; and ability to handle currency.
- Ability to properly lift and carry items up to 40 pounds.
- Ability to stand and sit for periods of time and to move intermittently throughout the workday.
- Ability to perform focused work with close attention to detail.
- Ability to work both indoors and outdoors, with exposure to extreme temperatures and inclement weather conditions; the environment may include wet, icy, or muddy conditions.
- This position may include exposure to hazardous materials, fumes/odors, dirt, and dust; potentially dangerous or venomous animals; zoonotic diseases; noxious native plants; and native biting insects and arthropods.

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