



The Cancer Wellness Center
215 Revere Drive, Northbrook, IL
www.cancerwellness.org

Position Title: Development Manager
Immediate Supervisor: Director of Development
Status: non-exempt

Position Description: The Cancer Wellness Center is currently seeking an experienced Development Manager. For 2019, CWC's fundraising goal is \$2million to support programs and services for the Center. The ideal candidate builds great relationships with donors and helps identify prospects and fundraising opportunities. The Development Manager has primary responsibility for planning and executing the Center's special events in order to create awareness about our mission, cultivate donor relationships, and achieve revenue goals. The Development Manager will evaluate events and make recommendations for growth opportunities. Additional responsibilities will include creating and managing marketing materials, email campaigns, and social media activities.

Principal Responsibilities

The ideal candidate will have experience in planning, leading, and managing projects including coordinating with peers and outside vendors. The Development Manager should have knowledge and experience in the following areas:

Event Management and Fundraising

- Manage event plan that includes cost and revenue goals, clear communications plan, and time line for execution.
- Work with contracted events planner to manage four major events throughout the year, including a run/walk, ladies luncheon, golf outing, and the Better Together Benefit
- Work with event planner to review event venues, secure vendors, finalize contracts, and plan event-day activities.
- Clearly identify team member(internal & external) responsibilities
- Develop marketing and outreach tactics to create awareness about the Center's events
- Research and secure local corporate sponsorships
- Conduct meetings and presentations to groups to assist with fundraising.
- Manage post-event work; creating stewardship strategy for post event communication

Donor Cultivation

- Manage, coach, and empower committee members during event planning and execution
- Steward donor and participant leads through in-person meetings, phone calls, and emails
- Cultivate relationship with donors, volunteers, sponsors, and participants throughout the year
- Work with Marketing Data Analyst to prepare routine donor reports to analyze event metrics
- Maintain accurate records in Raiser's Edge of all donors and event participants



Communications

- Assist in managing social media posts and creating marketing and event collateral
- Develop and write all correspondences with committees and teams
- Organize production and mailing of event invitations

Qualifications

- Bachelor's degree in Marketing, Communications, or Business, preferred
- Previous experience in event planning (or 2 to 5 years other relevant experience)
- Customer focus orientation with strong communication, organizational, and time management skills with exceptional attention to detail
- Ability to work independently, take initiative and manage multiple tasks and projects at a time
- Advanced proficiency with Microsoft Word, Outlook, Excel, and Power Point
- Knowledge of Raiser's Edge or similar CRM software preferred
- Knowledge of Constant Contact, MailChimp, or other email marketing software
- Available to work a variety of hours (days, nights, and weekends) depending on event.