



Campaign Manager

Filoli team members connect rich history with a vibrant future through beauty, nature, and shared stories. In our daily interaction with guests, we envision a time when all people honor nature, value unique experiences, and appreciate beauty in everyday life.

In this position, you can engage in the 2024 - 2028 Strategic Plan, centered on connecting to our community, and support launching a site plan and capital campaign to provide Filoli guests greater access to nature. Filoli's culture is rooted in integrity, and we are accountable for our work, actions, and impact on our visitors, community, and environment. Through our values, Filoli Team members are committed to being Inclusive, Welcoming, Innovative, Collaborative, and committed Stewards using sustainable practices for the future.

Filoli's Board of Directors has just approved our capital campaign kick-off and we are seeking a dynamic, mission-driven Campaign Manager to spearhead our efforts and inspire action for Filoli's future. If you are passionate about leading initiatives to improve and expand our unique Filoli experience, this might just be the role for you. Apply today!

SUMMARY

The Campaign Manager serves as a core coordinator for the *Cultivating Filoli's Future* campaign. Reporting to the Chief Development Officer, this position partners with the Development Team, Executive Team, and external campaign counsel to ensure the successful completion of a comprehensive fundraising campaign. The Campaign Manager is responsible for researching and deepening the prospective donor pipeline, developing individualized cultivation and solicitation strategies, shaping donor stewardship efforts, and maintaining accurate and up-to-date information on campaign goals, donors, and prospects. As a communication bridge across all departments, this position ensures efficiency and collaboration between development, operations, events, and donor outreach and engagement methods. The role also involves work in campaign communications, budgeting, and creating materials to support campaign fundraising. Additionally, this position partners with Filoli's professional lobbyist and internal grants team for grant opportunities and administration.

The successful candidate will be a strategic thinker with a strong background in project management and a solid understanding of field fundraising at the major and/or principal gift level. Experience in large campaigns is preferred. Experience partnering with boards and committees, working with senior leadership, managing complex projects, and adeptly navigating a strategic perspective and hands-on implementation are important skills required to be successful in this role.

Working at a beautiful historic house and garden, this is a full-time, exempt position with flexible scheduling and weekend/evening service as needed. Depending on candidate experience, the salary range for this position is \$88,000 to \$106,000. This position is also eligible for employee benefits: medical, dental, vision, life, LTD, Flex Plan, 401(k), vacation, sick leave and holiday pay. Working off site is optional, but no more than 20% regularly and up to 40% occasionally.

ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE:

Campaign Management

- Implement the overall campaign plan, including phasing and prioritization, leadership recruitment, prospect management, performance targets, message development, budgeting, policy oversight, campaign recording, and donor management and recognition;
- Serve as a central campaign lead in partnership with the CEO, Chief Development Officer (CDO), Director of Development Operations, Campaign Counsel, Board of Directors, and Campaign Ambassadors;
- Develop campaign strategies and reporting systems to monitor and communicate progress to keep the campaign on track;
- Coordinate the solicitation process through the engagement of Development staff, Major Gift Officers, and the CEO, providing regular updates on progress and continually reviewing and refining prospect strategies; partner with the CEO to support the management of donor engagement and solicitations;
- Develop a strategic campaign communications program:
 - Develop a full suite of campaign-created materials, including standard templates and customized decks and proposals;
 - Prepare interactive web-based tools about the campaign;
 - Develop content and messaging for social, newsletters, and other platforms;
 - Create campaign-specific communication tools, including newsletters, media releases, and videos;

- Ensure campaign messaging and donor recognition are consistent on all platforms;
- Partner with the Development Team in building and growing a sustainable major gifts program supporting prospect management and research;
- Actively support the team in the management of campaign donors and lead solicitation strategies, and:
 - Develop, document, and track customized prospect strategies;
 - Research and create background information, briefing memos, tailored prospect proposals, and talking points for gift solicitations;
 - Brief all solicitors before solicitation meetings;
 - Track prospect relationships and movements;
 - Conduct debriefing meetings following solicitation calls;
- Implement campaign recognition and stewardship programs for donors, including:
 - General campaign and donor-specific stewardship strategies;
 - Donor communications and project reports;
 - Recognition programs, including naming opportunities;
 - Site-appropriate donor recognition systems;
 - Campaign events and celebrations;
- Lead the development of a public campaign launch when the fundraising has exceeded 50% of the goal;
- Organize and coordinate activities at every phase of the Ambassadors program, the volunteer leadership of the campaign, including recruitment, onboarding, staffing, evaluation, communications, and events:
 - Prepare all meeting materials (agendas, reports, talking points, next steps, assignments, prospect rating charts, etc.);
 - Develop a campaign communications system (newsletter or website) to keep Ambassadors engaged with the campaign and its priorities;
 - Evolve and operationalize the campaign Ambassador structure in partnership with development and engagement teams. This includes creating toolkits and job descriptions and developing strategies and tactics for successful and meaningful Ambassador engagement.
- Partner with the Development Operations Team to:
 - Manage and maintain prospect lists and tracking systems, matrices, and pipeline reports (both for overall donors and specific solicitation activity);
 - Ensure the proper documentation and acknowledgment of all campaign gifts and pledges;

- Partner to ensure campaign accounting and reporting are aligned with donor intentions;
- Provide regular updates and reports to CEO, staff, and board leadership, tracking campaign statistics, evaluating progress based on established benchmarks, recommending next steps, and adjusting when necessary;
- Support the institutional lobbying effort and grants development in support of campaign initiatives;
- Oversee the administrative budget for the campaign and ensuring all plans are cost-effective and in line with comprehensive campaign goals;
- Responsible for the implementation and equitable delivery of the campaign policies; regularly reviews and updates to meet evolving campaign needs;
- Serve as an active and collaborative partner to all internal departments, especially in campaign project development and implementation;
- Maintain a professional network in the fundraising community and across peer institutions. Gather and share best practices;
- Evolve the position with the campaign and the organization; participate in the organization's fabric; and perform other related duties as assigned.

General

- Fulfill expectations as listed in Filoli Expectations for Managers, Directors, and Supervisors;
- Represent the highest standards in support of Filoli's policies, procedures, guidelines, and standards;
- Follow Filoli's Dress Code Policy for administrative staff. If appropriate, while working a guest-facing event, please wear the recommended Filoli uniform pieces.
- Attendance and punctuality are essential to work and all work-related functions.

QUALIFICATIONS

An individual must be able to perform each essential duty listed above and any additional responsibilities as directed, as well as satisfy the educational, core competencies, and skill requirements listed below:

Education: Bachelor's Degree required. An advanced degree and/or specialized training or certification in fundraising are a plus.

Experience and Knowledge:

- A minimum of three years of progressive fundraising experience ideally with campaign oversight and communication responsibilities in a comparable institution, program, or

- function;
- Working knowledge of databases, with experience in Blackbaud Altru or similar customer relationship management systems (CRM);
 - Comprehensive knowledge and understanding of trends and best practices in the philanthropic sector;
 - Successful experience with large, comprehensive campaigns is desired.

CORE COMPETENCIES

- **CAMPAIGN MANAGEMENT**– At least five years of a demonstrated track record of success managing donor relationships in a major campaign with proven success in directly securing gifts. Excellent administrative skills with experience in overseeing all aspects of a campaign or a similarly scaled fundraising initiative. Ability to seamlessly navigate complex issues and perform at high standards in a collegial environment.
- **PEOPLE, PROJECT, AND PROGRAM MANAGEMENT SKILLS** – Exemplary project management skills, strategic leadership abilities, and strong analytical skills to identify how to maximize results. Ability to either take direction or work independently as the situation requires. Demonstrated experience organizing, managing, and evaluating campaign activities or events through interdepartmental collaboration.
- **LEADERSHIP** – Flexible, energetic, and performance-oriented leader who brings a creative approach to solutions. Capacity to interact effectively with Filoli’s many constituencies, including staff, Board members, community partners, individual and institutional donors, and community supporters. Demonstrate a deep commitment and enthusiasm for Filoli’s mission and vision while positively influencing strategic and tactical fundraising plans.
- **CULTURAL COMPETENCIES** – Model responsible awareness of self and others recognizing unique cultural backgrounds, beliefs, values, and worldviews are assets to the organization.
- **DIVERSITY, EQUITY, AND INCLUSION** – Committed to Filoli’s efforts to integrate accountability to support and sustain a racially equitable organization. Demonstrate a passion for advancing organizational DEI objectives and leading others to approach all work with an equity lens. Participate in processes and communication methods that promote organizational cultural competence to create a sense of belonging.
- **COMMUNICATION SKILLS** – Exceptional oral and written communication skills to clearly convey the value of Filoli’s campaign for growth and future goals. Demonstrated ability to research and analyze information, compose reports and correspondence, develop decks and sales materials, and present data clearly and concisely.
- **DECISIVE NATURE** – Well-honed ability to independently anticipate and analyze situations, define problems and objectives, recognize viable alternatives, and formulate rapid solutions, understanding the inherent risks and the implications of making difficult decisions.

- COMPUTER SKILLS – Experience with donor databases, maximizing data reports and queries for prospect identification and cultivation. Proficiency with Google Suite and Microsoft Office applications.
- AVAILABILITY—To meet the role's demands, maintain a flexible work schedule that includes evenings and weekends. Working off-site is optional, but no more than 20% regularly and up to 40% occasionally.

SKILLS AND ABILITIES

- Ability to partner effectively and diplomatically with the CEO, Development Team, and key members of the Board of Directors to conduct a successful campaign;
- Detail and results-oriented with intentional use of data to maximize campaign impact and results;
- Possess an organized and strategic approach to building an effective campaign with experience in managing, developing, and coordinating successful fundraising efforts and a successful history of setting and meeting fundraising goals;
- Demonstrated success with the ability to think strategically while executing tactically within a resource-constrained environment;
- Ability to identify opportunities and maximize results;
- Be an effective communicator; articulate and persuasive in written and spoken communications and adept at crafting campaign materials and presentations to a variety of audiences;
- Highly motivated and energetic, with the ability to show initiative and work independently;
- Have experience managing a team of ambassadors while creating and maintaining a collegial and positive work environment with high morale, professional standards, and productivity;
- Display a high level of integrity and dependability with a strong sense of customer service, urgency, results-orientation, resilience, diplomacy, confidence and good humor;
- Ability to respectfully ask questions, challenge, and communicate both positive and difficult messages to subordinates, superiors, and peers; Speaks about issues truthfully and without blame;
- Sound judgment regarding the appropriateness of guarding confidentiality to protect the privacy rights of colleagues or donors;
- Ability to work in a fast-paced, change-oriented environment;
- Follow-through to successful completion of all projects and communications.

CERTIFICATES, LICENSES, REGISTRATIONS

A valid Driver's License is required.

PHYSICAL REQUIREMENTS

The physical requirements described here are representative of those that an employee must meet to perform the essential functions of this job, including:

- Sit for long periods at a computer;
- Lift/carry items up to 25 pounds;
- Stand, walk across uneven terrain, climb stairs, reach, lift, carry, and bend.

HOW TO APPLY

1. Candidates with the above prerequisites are invited to submit their resumes along with a cover letter outlining their related experience and background to:
<https://filoli.applicantstack.com/x/openings>
2. Possession of minimum requirements does not guarantee an interview.
3. Please, no phone calls.
4. Thank you for your interest in Filoli!

Please visit our website for more information: www.filoli.org

Filoli is an equal opportunity employer who values diversity in the workplace.