



Susan G. Komen Greater Central & East Texas is one of 67 Komen affiliates nationwide working locally to achieve Komen's mission to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer. Our goal is to reduce the current number of breast cancer deaths by 50% in the U.S. by 2026. We do this by investing in breakthrough research and quality care for all.

Komen Greater CETX serves 58 counties and currently has offices in Tyler, Waco and Austin. Our team members are innovators, collaborators and impact makers who believe in our promise to save lives and end breast cancer forever.

JOB DESCRIPTION: Campaign Manager – Third Party & Peer to Peer

The Campaign Manager for Third Party & Peer-to-Peer plays a vital role in all aspects of fundraising, Affiliate events and development campaigns. Solicits, manages and cultivates all third-party events for the Affiliate and designs and executes the peer-to-peer fundraising plan across all Affiliate events which use that model including the MoreThanPink Walk™ (formerly Race for the Cure) and Pink Tie Guys. Responsible for significant income targets and providing leadership, engagement and direction to staff, interns and volunteers.

Reports to: Development Director

Supervisory Responsibilities: Yes

Full-Time – Exempt

Travel: 50% (mostly within service area)

Core Responsibilities

Accountable for meeting revenue and profitability targets for a portfolio of community based and focused events including, but not limited to the More Than Pink Walk, Pink Tie Guys, Third Party events, DIY fundraising, Rally for the Cure, Dine Out, Schools for the Cure, CRM and other fundraising campaigns.

Third Party Events

- Recruit, cultivate, plan and execute Third Party fundraisers while continuing to build diversity of county representation
- Serve as the initial contact for all new Third Party events regardless of location within the service area
- Lead campaigns for Dine Out, Brunch for the Cure, Rally for the Cure, and national cause related marketing (CRM) partners across the service area
- Assist and collaborate with other regions in managing and cultivating Third Party events and relationships with their organizers or sponsors

Peer-To-Peer Fundraising

- Create and implement the peer-to-peer fundraising plan at More Than Pink Walk Austin, Tyler and Waco to achieve revenue targets
- Serve as the primary contact for Team Captains
- Recruit, train and lead a high caliber Fundraising Committee to support outreach and fundraising efforts
- Work with the marketing team to ensure correct and timely fundraising messaging
- Become an expert in the fundraising software systems, currently Convio/Luminate
- Responsible for the Pink Tie Guys campaign in each region
- Development of peer-to-peer marketing materials
- Works with our marketing and IT teams to ensure activation online

Administration

- Administer of the donor database including documentation of all activity and regular reporting
- Manage reporting of revenue and metrics for Development Team
- Develop supporting documents for partnerships and programs
- Provide excellent customer service to donors, volunteers and community partners
- Organize calendar of events for Affiliate
- Support the Development Team as necessary
- Responsive to emails, phone calls from internal and external partners

- Other duties as assigned

Collaboration

- Initiate and encourage collaboration among team members, partners and donors
- Collaborate with marketing to develop communication and engagement strategies for third party initiatives
- Work closely with marketing to ensure consistent communications across all mediums
- On-going communication and dialog with Komen Headquarters

Desired Experience, Knowledge and Skills

- Experience in donor development, peer-to-peer fundraising and fundraising campaigns
- Strong written communications skills
- Confident and effective verbal communication, ability to present to large and small groups and socialize with variety of audiences
- Strong idea generator, ability to think creatively and innovatively
- Team player who operates well in a dynamic, all hands-on deck environment
- Well organized, ability to manage multiple tasks on tight deadlines with a great attention to detail
- Strong problem solving, priority-setting and decision-making skills
- A strong commitment to Komen Austin's vision and mission
- Positive, resourceful and flexible
- Spanish speaking a plus

Requirements

- 3 years or more of fundraising experience with a non-profit organization, peer-to-peer fundraising experience preferred.
- Attend all Affiliate led events, third party events, committee meetings, and other events as deemed necessary (some nights & weekends required)
- Comfortable and adept at making donation solicitations to donors, corporate sponsors, partners and vendors
- Proficient in Microsoft Office and Google docs
- Experience with Salesforce and Convio databases preferred

Local Travel, evening and weekend work required 50%

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.

- Travel: 50%. It is expected that the position will have regular local travel as required for Affiliate business. Majority of travel will be by automobile; however, other modes of transportation may be necessary to attend Affiliate events, Komen headquarters training or events, and other business-related travel.
- While performing the duties of this job, the employee is regularly required to sit, use hands, handle objects, talk and listen. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand; walk; climb or balance; stoop, kneel, crouch, or crawl.
- The employee must regularly lift and /or move up to 20 pounds, infrequently lift and/or move up to 50 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

The above statements are intended to describe the general nature and level of work being performed by most people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and physical demands.

To Apply: Send resume and cover letter to jodeens@komengreatercetx.org