

Position: Development Associate

Status: Full-Time

Location: New York City metropolitan area

Work Location Type: Hybrid

Job Summary:

The Development Associate is an integral member of AIF's Development team, with members based in New York, Boston, Chicago, California, and India. The Development Associate supports the development and communication functions across a wide- range of activities, with a key focus on assisting in the cultivation, solicitation, and stewardship of current and new donors/prospects. The position will be responsible for planning, coordinating, and executing development and fundraising endeavors as required to increase income from individuals and institutions. This position plays a key role in managing and supporting the CRM, the digital marketing function to advance American India Foundation's mission and brand.

Reporting and relationships:

The Development Associate will report to the Chief Development Officer of the organization.

Job Responsibilities:

Development (60%):

Research & Data Hygiene

- Support and maintain data hygiene of donor records in CRM; pull queries and reports as needed.
- Create and manage systems to track donor relationships and communication.
- Manage gift acknowledgement process and produce donor letters on a weekly/monthly basis.
- Draft donor and stakeholder correspondence, as needed.
- Undertake prospect research, data collection and analysis of major donors, corporations, foundations and others prospects in various chapter locations for cultivation and solicitation.
- Conduct ongoing research in business, philanthropy and related fields to identify potential donors and partnerships.
- Manage and maintain folders in support of Development-MarComms operations.
- Measure company-wide progress against fundraising targets through the management of the Development Dashboard.
- Coordinate, attend, draft minutes and other documents for Development team meetings.

Digital Fundraising Support

- Manage payment portals and fundraising/giving platforms for all digital fundraising efforts.
- Assist in reconciling gifts from annual campaigns, ensuring accuracy and completeness.
- Respond promptly to donor inquiries.
- Collaborate on strategic planning for digital fundraising initiatives to enhance donor acquisition and retention.

Proposal & Report Management, Donor Stewardship

- Manage Global Products Catalog, ensuring pledges, payments, and accompanying documentation are entered into both the Catalog and CRM in a timely manner.
- Provide support to draft, edit, and finalize proposals and reports, as needed.
- Coordinate with program teams to ensure grant compliance and that data and impact reporting is in line with industry best practices.
- Undertake networking activities in order to keep up-to-date with advances in fundraising best practices.
- Support the day-to-day Development operations and integrate efforts with other Development associates and team members.
- Assist in the coordination of cultivation and brand-building/knowledge events (e.g. galas).
- Complete other duties as assigned by the CDO.

Marketing and Communications (40%):

Communications Support

- Serve as a point of contact for external marketing partners.
- Write copy for and coordinate the creation of marketing materials.
- Organize content for AIF's Annual Report.
- Coordinate India Mission Trip marketing and logistics with CDO
- Monitor national and regional media outlets for news and information on philanthropic trends, funders and prospects.
- Assist in generating and sending e-newsletters and marketing e-blasts to donors, stakeholders, and audience members, as needed.
- Manage email contact lists, ensuring they are well-organized and up-to-date.
- Generate strategic communication materials and presentations.
- Generate and send physical mail, as needed.
- Special projects, as needed.

Website & Social Media

- Maintain and improve website hygiene, including but not limited to updating board and staff listings, event information, and resolving user issues.
- Manage AIF's Blog pages; coordinate with volunteer bloggers to generate, edit and publish content regularly on AIF's blog.
- Manage a monthly social media calendar and schedule posts for all social media platforms using Hootsuite; oversee affiliated social media groups and chapter pages.
- Assist in gala and chapter events' communications (social media and email); coordinate with event stakeholders to ensure social media is utilized effectively at all events
- Research to strategize social media follower acquisition and engagement.
- Create visuals and written content, to post ad hoc social media items and provide oversight on all channels.

Key Skills, Competencies and Desired Qualifications:

- Interest in international development and social impact
- Zeal to learn more about fundraising, marketing, and digital media in the nonprofit sector
- Experience cultivating new and existing donors/customers, preferred
- Superior verbal, written, and interpersonal communications skills
- Highly organized with ability to balance priorities, multiple projects and tasks.
- Demonstrated flexibility and adaptability while working in a dynamic, fast paced environment
- Excellent research and analytical skills
- Rigorous attention to detail
- Proficiency in WordPress is preferred, not required
- Prior professional experience in social media is preferred
- Experience using a CRM donor database and prospecting tools, such as iWave, preferred.
- Proficiency in WordPress is preferred, not required.
- Bachelor's Degree
- 2-3 years in non-profit, development or other related fields
- Comfort using Microsoft Office Suite and Google Suite products

Benefits and Compensation:

- American India Foundation offers a competitive salary commensurate with experience
- Medical insurance
- Dental and Vision insurance
- AIF-paid 403(b) plan
- Pre-tax flexible spending accounts (FSA).
- Life insurance paid by AIF
- Paid Maternity Leave
- Commuter benefits
- Paid vacation and sick time
- Opportunities to learn and grow in all aspects of a non-profit organization.

The policy of AIF is to afford equal employment opportunity for all employees, without discrimination based on race, color, caste, religion, sex, national origin, age, disability, marital status, sexual orientation, or any other characteristic protected by federal, state, or local law. Due to volume of responses, only candidates selected for an interview will be contacted.