

# Ronald McDonald House Charities of the Ozarks, Inc.

## Job Description: Project Manager, Philanthropy

11 / 2023

### REPORTS TO:

President & CEO, Ronald McDonald House Charities of the Ozarks, Inc.

### OVERVIEW:

The Project Manager, Philanthropy is responsible for the leadership, planning, execution, and evaluation of assigned fundraising events and projects benefiting Ronald McDonald House Charities of the Ozarks. A hands-on position, the Project Manager serves as an inspirational leader to our team of donors, board members, volunteers, and staff associated with projects and events. The position requires outstanding communication, time management, writing, and computer skills. Leading a three-person team, the Project Manager successfully manages fundraising events and campaigns, short-term projects, and ongoing responsibilities positively and efficiently, using creative problem-solving and adaptability. The position requires a proven track record of sponsorship development and employee supervision experience. The Project Manager represents the image of the organization among many publics, both internal and external. Achieving the attributes in the "Attitude & Professionalism" section below, required of all employees, assures success in the position, and the continuation of RMHC's outstanding work environment and reputation in the community. All staff members must adhere to the established policies, procedures, rules, and guidelines of RMHC of the Ozarks and The Tooth Truck, Inc.

The Project Manager must complete a criminal background check and obtain a Class E driver's license. Physical requirements include the ability to see to read documents and use a computer, type and use electronic devices, hear well enough to communicate with associated publics, sit for long periods of time, kneel or stoop to pick up items off the floor, and lift 25 pounds.

### JOB RESPONSIBILITIES:

#### Oversee/Manage Fundraising Events & Projects

Plans, leads, executes, and evaluates assigned fundraising events and projects listed below, providing oversight of all details relating to successful implementation. Assumes full accountability for each assigned event and project, ensuring financial, operational, and public relations success. Secures event sponsors and obtains additional donations of cash and in-kind gifts for each event. Ensures each event achieves revenue and expense goals, a high quality of service delivery, and projects an outstanding organizational image. Incorporates appropriate use of human resources including staff, volunteers, and board members. Makes certain a culture of cash and in-kind gift requests is incorporated into each event throughout the organization. Generates press releases and social media posts, ensuring effective follow-up.

- Red Shoe Gala (Event Lead: Project Manager, Philanthropy)
- Cup O'Cheer Homes Tour, Market & Holiday Tea (Event Lead: Project Manager, Philanthropy)
- Sertoma GRIN IRON CLASSIC (Co-Event Leads: Project Manager, Philanthropy and Development Assistant)

- Share a Heart Campaign (Event Lead: Development Assistant)
- Heart the Houses Campaign & Tooth Truck Annual Campaign (Campaign Lead: President & CEO)
- McDonald's Round-Up for RMHC, Donation Boxes, and Penny for a Pound of Fries Programs
- Korn Ferry Tour Price Cutter Charity Championship
- External Direct Mail Program
- Vehicle Donation Program

Maintains a manual for each event and project. Seeks the advice of multiple participants of each event to gain insight and recommendations. Ensures each aspect of events and projects is formally evaluated in writing within 45 days of the event conclusion including revenue, expenses, promotion, volunteers, operations, and outside influences. Tracks and monitors expenses and revenue throughout life of each event and project. Works with Development Assistant to complete the timely acknowledgment of sponsors and contributors.

Oversees appropriate knowledge and use of MobileCause software.

## Fund & Resource Development

Sets personal fund and resource development goals annually, with the approval of the President & CEO. Collaborates with President & CEO, RMHC Board of Directors, and Development Committee to bring financial and in-kind support to the organization.

## Volunteers

Works in conjunction with the Associate Program Managers to obtain volunteers for all fundraising events. Develops volunteer relationships, bringing people together for common goals and vision. Creates a high degree of team unity among the staff, volunteers, board members, and donors associated with each event. Serves on the Annual Volunteer Recognition Dinner Planning Committee.

## Community Memberships & Education

Serves as an active member of community organization(s) approved by the President & CEO such as Rotaract or Rotary and Chamber of Commerce-sponsored groups.

Dedicated to individual training and growth. Actively participates in pertinent seminars and training to strengthen skills and knowledge.

## Communication with McDonald's Restaurants

Maintains consistent and effective staff communication with McDonald's Restaurants in connection with all partnerships including Share a Heart, Round-Up for RMHC, Donation Boxes, Sertoma GRIN IRON CLASSIC, Penny for a Pound of Fries, and Happy Meal Fundraiser. Oversees completion of *Sharing Happy* newsletter by Development Coordinator.

## Social Media

Works with the Development Coordinator to confirm all social posts for the organization take place according to established policies and procedures.

## Donor Database and Acknowledgements

Monitors timely and proper donation entries in the donation database are completed by the

Development Assistant, and all acknowledgments for cash and in-kind donations are completed in a proper and timely manner.

Uses the donor database to its capacity and provides valuable tracking information for the organization, coordinated by the Development Assistant. Verifies all contact and donor lists tracked on spreadsheets are inputted to the donor database.

Consistently contributes new potential donors to the database, including them in requests for events and fundraising projects.

## Website Updates

Monitors completion of all ongoing website updates including program statistics and event/campaign updates, using approved sources.

## Constant Contact Lists and Emails

Initiates creation of emails for mass distribution through Constant Contact including *Heart Beats* newsletter, fundraising support, and other important news from RMHC of the Ozarks. Oversees the email database maintained by the Development Assistant.

Encourages all staff members to routinely grow recipient lists of the organization's email communications according to the established procedure.

## Boards & Committees

Manages RMHC and Tooth Truck board and committee meeting notices and documentation. Attends RMHC Board and Development Committee meetings with reports prepared related to events and projects. Provides Development meeting minutes and monthly board/committee meeting attendance reports. Manages board membership changes each year updating all documentation in the database, website, etc.

Documents the completion of RMHC Board Steps and informs each board member quarterly of the status of Board Step completion.

## Other

- Serves on the team introducing the Red Shoe Society to the Ozarks
- Is available at the request of the President & CEO to support various administrative projects of the organization.
- Offers full support of other RMHC staff members when deadlines and circumstances require that we all do whatever it takes to achieve necessary success.
- Consistently oversees the maintenance of the event storage area at the Ronald McDonald House near Cox South.

## ATTITUDE & PROFESSIONALISM

- A. Maintains a positive attitude, creating an atmosphere that presents the organization to guests, patients, volunteers, donors, board members, community members, staff, and other publics as a supportive, compassionate place; consistently upholds a standard of professionalism; maintains an inclusive and unbiased approach with interactions.

- B. Maintains a high standard of honesty and integrity in all actions including quality of work and communications with internal and external parties. Strictly adheres to the AFP Code of Ethics and Donor Bill of Rights.
- C. Communicates effectively with the President & CEO, all staff members, guests, patients, donors, volunteers, the boards of directors, and other publics; remembers that actions affect others; consults those who have an interest at stake and informs others who are entitled to know about things done independently; can accept constructive criticism in a positive manner from subordinates, peers, and superiors.
- D. Recognizes and values the achievements and insights of predecessors in their role, as well as the associated staff, broader community, activities, and events.
- E. Handles internal problems and information in a discreet and professional manner; refuses to discuss internal matters with those who are uninvolved, particularly the discussion of other RMHC staff members unless directly supervising an individual's work; uses good self-control; able to deal effectively with emergencies; strictly maintains confidentiality. Fully adheres to the organization's Open Door/Grievance Policy.
- F. Demonstrates the desire to continue to learn with active efforts toward self-development; enthusiastic interest towards work; establishes a course of action to accomplish all job responsibilities and achieve goals; is well organized; consistently meets established deadlines.
- G. Makes active attempts to influence events to achieve priorities and goals; is self-starting rather than passively accepting and understands results are the barometer for success.
- H. Takes genuine pride in appearance; maintains appearance, grooming, and hygiene standards; keeps office area clean and well organized; understands and adheres to all RMHC policies and procedures; has a thorough knowledge of job responsibilities and RMHC standards.
- I. Work is of quality and carefully done without taking shortcuts; uses time well; gives maximum performance and cooperation; is willing to vary work schedules/assignments as needed by the organization.
- J. Strives to demonstrate the following eight essential characteristics.
  - Capacity for RMHC mission
  - Reliability
  - Diverse range of perspectives
  - Continuous learning
  - Teamwork
  - Adaptability
  - Open-mindedness
  - Creativity