



## **Your Life. Our Mission.**

New England Life Flight, Inc., dba Boston MedFlight  
Personnel Policies

### **I. POSITION Director of Annual Giving**

### **II. PRIMARY PURPOSE**

Reporting directly to the Chief Development Officer, the Director of Annual Giving has overall responsibility for the coordination and administration of all annual fundraising activities.

This individual will be responsible for managing and growing a vibrant annual fundraising effort while having an active and vital role in all levels of solicitation of annual gifts. This position will require working closely with our experienced Development Team, Boston MedFlight leadership team and the Board of Trustees.

### **III. ESSENTIAL DUTIES**

- The Director of Annual Giving will build and manage all aspects of Boston MedFlight's annual giving efforts, including the implementation of a system of measuring progress and evaluating all aspects of the program.
- This position is responsible for increasing annual giving revenue, broadening the base of support through donor acquisition, and strengthening the major gift pipeline.
- Designs and manages an integrated multi-channel marketing strategy of outbound programs (direct mail and digital marketing) and inbound programs (website, giving forms) that engage donors through one to many marketing channels and ultimately moves them into personal relationship-based development efforts.
- Enhances the Development Office's use of digital marketing (e.g., email, websites, social media) to improve segmentation and messaging and to create a personal and positive experience for donors and prospective donors.
- Oversees a strategy to grow the number of donors each year by acquiring, retaining and upgrading donors to leadership levels of \$1,000 or more.
- Develops giving level programs and special engagement opportunities that encourage mid-level gifts e.g., \$5,000 or more) and moves donors to higher levels of annual giving.
- Develops strong solicitation, engagement, and stewardship programs for key constituencies as well as other applicable groups.
- Works with Boston MedFlight Chief Development Officer to ensure personal and consistent messaging and positive donor experiences.
- Manages the Donor Database to ensure accurate documentation on donor management and gift potential.
- Consistently attends community functions, and initiates and develops relationships with outstanding members of the community.
- Researches, writes and submits grant applications for corporate and foundation support for annual operations and, as appropriate, targeted projects.

# ***BOSTON Med Flight***

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- Serves key role in volunteer management, engagement and communication.
- Works with Chief Development Officer on additional projects as assigned.

#### **IV. POTENTIAL DUTIES**

- A. Unrestricted travel by air or ground.
- B. Public speaking.

#### **V. MINIMUM QUALIFICATIONS**

- The ideal candidate should possess a Bachelor's degree, 3-5 years of non-profit experience in a professional fund-raising environment (healthcare preferred).
- Must have excellent leadership, communications and relationship-building skills, analytical abilities, and technical (computer) proficiency.
- Must have the ability to work effectively with internal staff, outside organizations and community partners.
- Must be a highly energetic professional with a track record of building donor relationships.
- Must possess the ability to comply with Boston MedFlight's policies and procedures and to model Boston MedFlight's Core Values at all times.

#### **VI. NOTES**

An FBI background and CORI checks will be performed prior to employment.

#### **How to Apply:**

Please visit our career center by clicking [here](#) to submit an application and résumé.

Or mail to:

Human Resource Manager  
Boston MedFlight  
150 Hanscom Drive  
Bedford, MA 01730

#### **For More Information**

Please visit our website to get more information about current job opportunities and our program.

[www.bostonmedflight.org](http://www.bostonmedflight.org)

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