



## HISPANIC SCHOLARSHIP FUND

**Position:** Manager, Midlevel Giving  
**Reports to:** Vice President, Individual Giving  
**Location:** Gardena, CA or Washington, DC

### Who We Are/What We Do

Founded in 1975, the Hispanic Scholarship Fund empowers Latino families with the knowledge and resources to successfully complete a higher education, while providing scholarships and support services to as many exceptional Hispanic American students as possible. HSF strives to make college education a top priority for every Latino family across the nation, mobilizing our community to proactively advance that goal – each individual, over a lifetime, in every way he/she can. HSF also seeks to give its Scholars all the tools they need to do well in their course work, graduate, enter a profession, excel, help lead our nation going forward, and mentor the generations to come. As the nation's largest not-for-profit organization supporting Hispanic American higher education, HSF has awarded over \$500 million in scholarships and provides a range of impactful programs for students, HSF Scholars, Alumni, and parents. For more information about the Hispanic Scholarship Fund, please visit [HSF.net](http://HSF.net).

### Department Description

The Development Department is HSF's fundraising unit. As such, it oversees all aspects attracting, maintaining, and growing HSF's financial support by all classes of donors, nationwide, in support of the organization's mission and vision.

### Role Description

Reporting to the Vice President, Individual Giving, the Manager of Midlevel Giving will be responsible for overseeing and managing all aspects of the program, targeting donor gifts of ~\$750 - \$9,999. As a member of the Individual Giving team, working with the development staff and HSF's Marketing Team to develop and implement overall strategy, this position provides high-touch cultivation and solicitation for this select group of high-dollar prospects, including: creating content; scheduling mail and e-mail communications; creating content plans; coordinating copy writing and other responsibilities related to direct mail/email; and managing a portfolio of mid-level donors/prospects. The goal is to increase revenue and donors in the mid-level program and to develop a pipeline that provides major gifts prospects to the members of the team.

### Job Requirements

#### Values & Principles:

- Committed to learning and understanding the vision and goals of the organization in order to become its advocate, ambassador and asker
- Committed to learning all services, work plans, and metrics of the of the department and organization
- Uphold the highest standards of donor/customer service for all constituents, in terms of speed of response, accuracy, record-keeping, and completeness

#### Leadership

- Works with leadership to develop and implement the organization's mission, policies, strategies and operations
- Leads efforts to engage other departments in collaborative opportunities to advance the goals and initiatives of the organization

#### Midlevel Fundraising

- Manage a portfolio of 250-350 mid-level donors and prospects
- Personally meet with prospects and donors
- Provide rapid response to opportunities in efforts to engage mid-level donors in HSF's issues following relevant news articles, HSF successes, and other key moments that arise through the year
- Manage the cultivation, solicitation and stewardship process for monthly donors (in the mid-level range)

#### Donor Communication

- Effectively respond to individual donors through written correspondence, telephone contact, personal contact and e-mail, in efforts to assure their needs are processed immediately upon request
- Responsible for the acknowledgement process life cycle to ensure efficiencies, attention to detail, and timeliness
- Create copy that is donor-centric and updated multiple times a year; determines the need and includes personal notes when appropriate; and identifies letters that must go to the President/CEO or other staff for personal note and live signature

*Equal Opportunity Employer*

- Oversees the production of all mid-level communications, including quarterly fundraising solicitations, cultivation pieces, quarterly newsletters, the annual report, and other correspondence

#### **Collaborative**

- Collaborates with the development staff to research and review top donor prospects through discovery calls and visits and adds to the Individual Giving prospect pipeline and moves management program

#### **Additional Responsibilities**

- Prepares written materials, including: reports, cultivations, stewardship pieces, and direct mail solicitations for individual supporters
- Ensures all in-house mid-level giving communications (both mail and e-communications) adhere to the communications calendar for the year
- Monitor performance toward projections in retention, upgraded giving, and acquisition of new donors
- Performs additional responsibilities as assigned

### **Qualifications**

#### **Education/Experience**

- Bachelor's Degree from an accredited university
- Minimum 3-5 years' experience in fundraising, specifically a membership/annual giving background and/or experience working directly with prospects and donors

#### **Specific Professional Skills**

- Advanced organizational, analytical and problem solving skills, including issue identification and prioritization
- Experience successfully managing internal stakeholders and relationships
- Proven ability to collaborate across divisions to implement processes and achieve results
- Track record of building and maintaining productive relationships with multiple stakeholders
- Proven ability to continually develop skills related to use of rapidly changing technology and communications best practices

#### **Technical Skills**

- Proficiency in MS Excel and Word, Power point, and web research fluency
- Experience using Salesforce and/or other fundraising management systems

#### **Fundamental Attributes**

- Superior verbal and written communication skills and ability to speak intelligently and passionately to external stakeholders about HSF's mission and impactful programs around the country
- Project management experience, attention to detail, and ability to coordinate multiple projects simultaneously in a fast-paced, results-oriented environment
- Experience managing large or complex projects, including project budgeting and planning

#### **Additional Requirements**

- Flexible to work weekends and/or extended work days, as required

### **Other Criteria**

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. This position requires:

- Constant sitting or standing,
- Some walking around, and
- Occasionally lifting no more than 10 lbs.

**To Apply:** Email resume, portfolio/work samples, references & cover letter to [employment@hsf.net](mailto:employment@hsf.net)