

UpValley Family Centers



Position Title: Development Manager

Employment Type: Full-time, 40 hours/week, non-exempt

About UpValley Family Centers: UpValley Family Centers is a dynamic nonprofit organization that provides prevention services to strengthen children, adults, and families. Our mission is to provide guidance, support, and resources in the community, the home, and the individual so everyone can achieve a better life. Our offices are located in Calistoga and St. Helena; we serve children, youth, adults, and seniors. Taking a prevention-focused, community-responsive approach, our broad scope of services includes guided information and referrals, access to health services and other resources, education and mentorship opportunities for all ages, case management and counseling services, disaster relief and emergency preparedness services, and more. Learn more at www.upvalleyfamilycenters.org

About this position: The Development Manager plays a pivotal role in helping UpValley Family Centers (UVFC) meet and exceed its annual fundraising goals. This position is part of the Development Team and focuses on organizing systems, processes, and timelines to ensure efficient communication and fundraising practices. The role includes managing the fundraising database, overseeing donor and community communications, and implementing fundraising campaigns. The Development Manager also contributes to developing and promoting written and visual content that communicates UVFC's goals and objectives to clients, staff, volunteers, donors, and the broader community.

Essential Duties and Responsibilities

Fundraising and Donor Relations

- Manage and maintain the accuracy of the UpValley Family Centers' donor database (Salsa CRM), leveraging the full scope of the platform capabilities and functionalities, including using data hygiene best practices to keep it up to date and functional.
- Provide support to the Donor Engagement Coordinator to ensure the accurate and timely processing and acknowledgement of all incoming pledges, donations, and grants, and generate regular reports to track and analyze fundraising success.
- Manage and maintain UVFC's grant proposal/reporting pipeline, track all upcoming deadlines and ensure all staff involved are in the loop.
- Draft grant proposals/reports and/or compiling supporting information as needed.
- Collaborate with Development Director and Volunteer and Donor Engagement Coordinator to produce request letters, pledge reminders, email blasts, and other donor and community communications.
- Assist the Development Team in the creation and implementation of fundraising campaigns, including the annual VIVA! Napa Valley online auction and Napa Valley Pickleball Classic.
- Lead the administrative management of UVFC's annual VIVA! Napa Valley auction, including managing the platform and processing related donations, sponsorships, and winning bids.

- Assist in creating and maintaining internal tracking spreadsheets for event project management, auction item collection, and contact/ mailing lists.
- Participate in donor recognition and stewardship activities, including volunteer and donor events.
- Support other fundraising activities involving the UVFC Board and Senior staff as needed.

Communications and Content Creation

- Collaborate with the Development Director and Executive Director to create an annual communications calendar and plan, targeting key audiences through multiple channels (press, digital media, UVFC newsletter).
- Draft press releases and event blurbs for submission to local newspapers and online event calendars.
- Keep the media contact list and submission deadline calendar up to date and assist in sending out press releases and other content.
- Work with the Development Director to Draft fundraising and stewardship communications materials, such as request letters, e-blasts, impact reports, and success stories, ensuring alignment with key messaging.
- Coordinate creation of all promotional material for UVFC services, programs, and events - including banners, posters, program flyers, and social media posts. Work with key staff or consultants to ensure key materials are bilingual.
- Develop donor engagement and outreach materials, including an annual report and brochures, with the Development Director and Executive Director.
- Create and implement UVFC's social media strategy for Facebook, Instagram, and LinkedIn, planning and creating engaging content with staff collaboration, including thoughtful social media components to all agency fundraising campaigns.
- Maintain the UVFC website, ensuring all information is accurate and current. Including regular review and updating of Staff, Board, Program, Events, Volunteer, Newsletter, News Article pages.

Staff Engagement

- Lead efforts to engage staff in fundraising and communications activities.
- Work with client-facing staff to collect client stories and testimonials for use in communications materials using best practices around ethical, strengths-focused storytelling.
- Orient new staff on UVFC branding and communications practices.

Other

- Participate in biweekly Development Team meetings.
- Contribute actively to creation and management of the Development Department's annual calendar.
- Participate actively in promoting the UpValley Family Centers' visibility and key messages in the community, including through community fundraising events.
- Other duties as assigned.

The successful candidate will be able to:

- Generate enthusiasm and encourage participation among staff, board members, donors, and volunteers in the UpValley Family Centers' programs, community events, and fundraising efforts.
- Establish and maintain an excellent working relationship with staff, Board members, volunteers, and donors.
- Work independently and take initiative to continually improve systems and processes.
- Demonstrate ability to prioritize tasks and manage time effectively.
- Effectively use digital media and communications best practices to keep UpValley Family Centers top of mind within our community.
- Communicate effectively, respectfully, and persuasively with staff, Board, volunteers, and donors

Desired Qualifications:

- Strong attention to detail and the ability to think both creatively and strategically.
- Strong computer skills, including experience with donor database management, Excel, Word, and mass email providers.
- Relationship builder with exceptional interpersonal, verbal, and written communication skills, including the ability to compellingly articulate the agency's mission with a clear commitment and belief in the work.
- Demonstrated project management skills.
- Experience with and skill in visual design strongly desired.
- Knowledge of social media platforms (Facebook and Instagram) and best practices.
- Knowledge of Wordpress.
- Desire to be part of an organization supporting individual and family wellness and working towards solutions that address societal inequities.
- Understanding of/experience working in a nonprofit organization. 2 or more years of experience with a proven track record of success in fundraising and communications.
- Valid Driver's License and insurance, or other means of reliable transportation.
- Conduct a fingerprint background check and TB test and receive clearance.

Hours of Work:

Our business hours are 8:30 am - 5:00 pm.

General working hours will be during our regular business hours, though schedule might vary, including some evenings and weekends according to work duties. Though attendance at certain standing meetings will be required, scheduling of work hours can be flexible.

This job description is intended to indicate the kinds of work duties required in this position. It is not intended to limit or in any way modify the rights of any supervisor to assign, direct, and contract work of staff under his/her supervision. The use of a particular illustration describing duties shall not be held to exclude other duties, not mentioned, that are of a similar level or difficulty.

Wage Range: \$30.21 - \$45.31 per hour

Actual payment within range will be contingent on several factors, including but not limited to the candidate's qualifications, education, experience, internal equity, and alignment with



market data, following our compensation philosophy. Anticipated starting salary not expected to exceed the range median.

Benefits: Our competitive benefits package includes full health, vision, and dental insurance, 401K match contribution, 10 days of vacation increasing with tenure and 12 days of sick time, 15 paid Holidays, plus a floating Holiday and paid holiday time between Christmas day and New Year's Eve 3% one-time increase over starting salary for Spanish/English bilingual skills. Annual training budget, supportive and team-oriented work environment. UpValley Family Centers is a Blue Zones Project Approved™ organization that provides a variety of opportunities designed to foster employee wellness. We are committed to creating an equitable, sustainable, joyful culture where each team member can thrive.

To Apply: Email cover letter and resume to Cambria Kirby, Development director at ckirby@upvalleyfamilycenters.org. Position open until filled. No phone calls, please.

UpValley Family Centers is an equal-opportunity employer committed to maintaining a diverse staff and providing culturally responsive services.