

Fundraising (Peer-to-Peer) & Development Associate Director

Job Purpose

The Fundraising (Peer-to-Peer) and Development Associate Director leads the enterprise strategy and execution for all NEDA peer-to-peer programs. Programs include the signature NEDA Walks Program, reaching more than 100 communities across the United States, and other cultivation events and activities that fall under the Walks Program. The Fundraising (Peer-to-Peer) and Development Associate Director develops programs and initiatives for the growth and maintenance of the NEDA community activities which may include, the development of resources, toolkits, and participant recruitment to drive constituent engagement and peer-to-peer revenue on the TeamRaiser platform. This position collaborates with Development, Mission Programs and Communications to drive revenue, program participation and donor cultivation opportunities.

Duties and Responsibilities

- Develops, implements, and executes the NEDA Walks program strategies including growth strategy, new donor acquisition and cultivation of existing donors.
- Manages all aspect of peer-to-peer programs including blueprint development and execution through TeamRaiser, fundraising recognition programs, participant retention and recruitment and management of Walk Coordinators and volunteers.
- Creates and monitors key performance indicators and benchmarks ensuring program growth and impact of the program.
- Manages and implements overall Walks program with direct oversight for a targeted number of in-person, priority walks and all virtual events annually.
- In concert with the CDO, interacts and prepares Board members for participation and cultivation opportunities.
- In collaboration with the development leadership team, cultivates and solicits corporate sponsorships to meet annual sponsorship revenue.
- Identifies community engagement opportunities to drive increased participation of targeted demographic.
- Develops and manages training and networking opportunities for walk coordinator program to retain walk coordinators, increase walk participation, and steward top fundraisers.
- Collaborates with programs team to ensure consistent messaging and baseline eating disorders training.
- Continually researches strategies and best practices for peer-to-peer fundraising, communications, and individuals/community engagement.
- Cultivates a portfolio of top-level community relationships along a moves management system of increasing levels of support.
- Assumes other tasks as needed.

Qualifications

- Understands NEDA's mission and always represent the organization's values.
- Bachelor's degree or relevant work experience required, ideally in nonprofit management, business, or related field.
- At least 4 years of hands-on experience in a peer-to-peer fundraising role utilizing TeamRaiser/Luminate Online platform for at least 25 in-person events.
- Demonstrated growth in a leadership capacity, at nonprofit organization and/or an academic institution.
- Confident, goal-oriented, positive self-starter able to work independently with limited supervision and collaboratively with internal and external partners.

- Demonstrated ability to form and develop corporate relationships and partnerships.
- Ability to manage large numbers of volunteers at different levels of expertise with diplomacy.
- Ability to work with diverse communities and demonstrate inclusion.
- Excellent interpersonal skills including verbal and written.
- Ability and willingness to travel up to **30%** during “high season” (post COVID).
- Travel in this case, is considered time spent away from the office, in the community, to fulfill the job goals. While most travel is same day, occasional overnight travel or air travel may be required.
- Must have valid driver’s license, access to reliable vehicle, good driving record and proof of automobile insurance.
- Ability and willingness to work evenings and weekends and perform duties at all levels as required for the job.
- Ability to bend, stoop, lift and transport up to 25 lbs. of materials.
- Strong computer skills, proficient with Google Suite, Microsoft Office products and social media; experience with, or ability to rapidly learn, Luminate/Convio software

Direct Reports

Development Manager
Associate Manager, Development

NEDA is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.