



## Development Associate – Animal Welfare League of Arlington in Arlington, VA

### Your day to day

The Development Associate is charged with supporting fundraising activities for the Animal Welfare League of Arlington. This position supports the Director of Development in all aspects of fundraising related to annual appeals, donor research, identification and cultivation, planned giving, sponsor/partner recognition, workplace giving, and donor data integrity. This position can be remote a few days of the work week and is based in Arlington, Virginia.

### Who we are

The Animal Welfare League of Arlington (AWLA) provides animal adoption and community programs to Northern Virginia and D.C. Metropolitan areas, as well as animal rescue, control, and wildlife services within Arlington County. For more than 75 years, AWLA has remained committed to its mission to improve the lives of animals and the people who love them by providing resources, care, and protection. The Animal Welfare League of Arlington is a nonprofit 501(c)(3) organization.

The Animal Welfare League of Arlington is dedicated to creating a humane community in which animals and people live together harmoniously. For more information, please visit [www.awla.org](http://www.awla.org)

### Reporting relationship

This position reports to the Sr, Director of Development. You will also work closely with AWLA staff members, volunteers, and the general public on a regular basis.

### Responsibilities for this dynamic position:

- Design and implement a schedule for online/electronic and direct mail fundraising appeals. This includes but is not limited to:
  - Serving as primary contact and coordinating with AWLA's direct mail vendor: Newport One
  - Working with Database Administrator to identify audiences for outreach and solicitation
  - Identifying compelling stories to feature and writing/editing all direct mail appeal letters
  - Complementing direct mail appeals with online/electronic appeals and coordinating social media outreach with Sr. Communications Specialist
- Create and maintain a development communications calendar to include:
  - Online/electronic and direct mail appeals
  - Events and Programs
  - Adoption promotions
  - Community Support initiatives
  - And other public outreach (as needed to ensure that all messaging is strategic and consistent with AWLA Messaging and Brand guidelines)
- Track and analyze online/electronic and direct mail fundraising appeal returns, report results to the development team and create a plan for future outreach based on past performance



- Produce monthly AWLA e-newsletter and all other online/electronic communication materials sent to AWLA's network of supporters
- Organize all fundraising related forms, pages and information on AWLA's website and provide guidance to Sr. Communications Specialist on website maintenance as needed
- Serve as second to the Sr. Communications Specialist in managing AWLA social media and associated responsibilities if needed
- Collaborate with Events & Sponsorship Coordinator to promote events via email, implement promotions and provide event support as needed
- Support Database Administrator with timely production acknowledgement letters and data entry as needed
- Coordinate with Database Administrator to produce and analyze donor database leading and lagging KPI's (donor retention, new donors, growth rate, donor lifetime value, ROI, CDPR, etc.)
- Conduct regular reconciliation of donations recorded in Raiser's Edge and QuickBooks
- Identify and staff workplace giving events (CFC, etc.)
- Complete annual CFC application through America's Charities
- Update GuideStar (Candid) and Charity Navigator profiles as needed
- Coordinate annual donor recognition signage
- Represent AWLA at community events such as local business engagements and civic associations and other networking opportunities as needed
- Support director with planned giving initiatives
- Additional duties as considered necessary and assigned in support of AWLA's mission, values and guiding principals

**Your qualifications:**

- 3-5 years of work experience in a similar role preferably for a nonprofit organization
- Exceptional writing, editing and proofreading skills
- Familiarity with basic fundraising principals and best practices
- Previous online fundraising or annual fund experience a plus
- Ability to connect with people from a wide range of backgrounds
- Excellent organization skills, attention to details, and focus on accuracy
- Ability to work on multiple projects simultaneously while meeting various deadlines
- Demonstrated ability to work independently as well as a work effectively and cohesively as part of a team, with all AWLA departments, volunteers and partners
- Strong technical skills, including proficiency with Microsoft Office and Google Suite and ability to navigate and report from donor databases as required
- Excellent customer service and telephone etiquette
- Demonstrated ability to handle confidential information in a discrete and professional manner
- Courage and ability to maintain calm, composed and positive in stressful, sensitive or emergency situations
- Flexible schedule with the ability to work evenings, weekends, non-standard hours and overtime, as needed

**Bonus points if you have:**

- Experience in the field of animal welfare or animal sheltering



- Experience with “hands-on” nonprofits
- Experience working with PetPoint
- Experience using Blackbaud’s Online Express and Raiser’s Edge

**You are:**

- Passionate about the mission of the Animal Welfare League of Arlington (read it again just to make sure)
- Committed deeply to the goals of the organization
- Calm under pressure
- Energetic, hard-working, and just want to bring your talents to AWLA
- Able to maintain composed in stressful, sensitive or emergency situations
- Positive, enthusiastic, and professional
- Able to be discreet with confidential information

**Your work in the community**

This position requires travel to represent AWLA in the community such as workplace giving events, special events, meetings with vendors, sponsors, donors and to attend conferences and trainings.

**Typical physical & mental demands (this can vary day to day)**

Requires frequent bending, reaching, stooping, kneeling, walking/standing, eye-hand coordination and manual dexterity sufficient to operate a keyboard, telephone, photocopier, calculator and other equipment or machinery. Will have exposure to injured and deceased animals, disinfectant solutions, and variable indoor and outdoor temperatures. May assist in animal restraint and deal with distressed or dangerous animals, and could be subject to bites and scratches. Requires manual dexterity to keep a strong animal on leash or operating a door while holding a strong animal on leash simultaneously. May be required to lift heavy items or animals (upwards of 50 lbs) and be otherwise physically active. Requires normal range of hearing and eyesight to communicate with the public, volunteers, staff, and animals. Also requires flexibility and adaptability to work with frequent interruptions.

Must be comfortable around dogs, cats, small companion animals, reptiles, amphibians and wildlife. Will be required to receive rabies prophylaxis and tetanus vaccinations.

**Generous compensation**

This is a full time, 40 hour per week, nonexempt position. Amazing benefits include: medical, dental, and vision coverage, annual paid holidays, floating holidays, 7% employer retirement contribution after 2 years of employment and much more. This position qualifies for the Public Service Loan Forgiveness Program. The salary range for the position is \$40,600.00 - \$54,400.00 (depending upon experience) and the League pays a **salary bonus** for language ability in: Arabic, Mandarin, Sign Language, Spanish or Vietnamese.

**Apply today:** Submit your application materials to Claudia West and apply directly through our website: <https://www.awla.org/about/careers/>



If you are not able to access our website, please submit application materials to Claudia West at [jobs@awla.org](mailto:jobs@awla.org) with **Development Associate** in the subject line.

- A cover letter describing your interest in the position
- Current up to date resume

AWLA welcomes applications from people of color, indigenous people, LGBTQ individuals, and other communities that have been marginalized and disproportionately impacted by violence and abuse. AWLA maintains a diverse and dynamic workforce and is committed to providing equal employment opportunities (EEO) to all employees and applicants for employment and promotions without regard to race, color, religion, gender, sexual orientation, gender identity, marital status, veteran status, age, national origin, disability, or any other basis protected by federal, state or local law. Applications will be considered on a rolling basis. Position will remain posted until filled. **No phone inquiries, please.**