

Campaign Manager Position Overview

The **Campaign Manager** will oversee the planning, execution, and evaluation of fundraising and education campaigns to support the foundation's mission. This role requires a strategic thinker with experience in nonprofit fundraising, marketing, design, and stakeholder engagement. The campaign manager will work for Los Gatos Education Foundation (LGEF) on the One Community Los Gatos (OCLG) campaign with members of the Los Gatos Unified School District, the LGEF Board, and OCLG volunteer teams to drive donor engagement and secure financial support for key initiatives.

The Campaign Manager will oversee the planning, execution, and evaluation of fundraising and education campaigns to support the foundation's mission. This role requires both a strategic thinker who can develop high-level campaign strategies and a hands-on executor who is willing to roll up their sleeves and do the work. The ideal candidate will have experience in nonprofit fundraising, marketing, design, stakeholder engagement and have a passion for education.

Key Responsibilities

Campaign Strategy & Execution

- Plan and execute the foundation's major annual campaign (OCLG), including donor outreach, events, and marketing strategies.
- Set clear campaign timelines using Asana & Google tools. Analyze donor data, trends and performance metrics to improve fundraising effectiveness and maximize donor retention.
- Demonstrate confidence, credibility, and the ability to craft and deliver compelling messages that inspire donor engagement and stakeholder support.
- Develop and implement marketing strategies to increase awareness and donor engagement including: website content, social media, e-newsletters, and promotional materials to meet campaign goals.

Donor Engagement & Fundraising

- Identify, cultivate, and steward donors, business sponsors, realtor sponsors, and foundation partners.
- Project manage necessary fundraising events, donor appreciation initiatives, and peer-to-peer fundraising efforts.
- Leverage digital fundraising tool (Arreva), CRM system (Mail Chimp/Constant Contact), PM tools (Asana & Google Suite), AI and data analytics to track and enhance campaign performance.

Marketing & Communications

- Work with the Marketing team to develop campaign materials, social media content, and email marketing strategies.

- Ensure consistent messaging and branding across all campaign touchpoints.
- Create impact reports and donor communications to highlight campaign success.

Collaboration & Stakeholder Management

- Coordinate cross-functional teams, including staff, board members, and volunteers, to support campaign objectives.
- Engage with community partners, educators, and LGUSD Leadership to amplify campaign impact.
- Provide regular updates and reports to Board Leadership.

Education and Technical Skills:

- Bachelor's degree in **marketing, communications, nonprofit management, or a related field** (or equivalent experience).
- **3–5 years of experience** in nonprofit fundraising, campaign management, or a similar role.
- Proficiency in **CRM systems, donor databases, digital fundraising platforms** (e.g., Areva) and **digital marketing & design tools** (Mail Chimp/Constant Contact, Canva, Weebly).
- Familiarity with **budgeting and financial oversight for** fundraising initiatives.

Skills & Competencies:

- **Strategic Thinking & Execution:** Ability to develop high-level campaign strategies, while also rolling up sleeves to execute tasks.
- **Executive Presence & Communication:** Strong verbal and written communication skills with the ability to craft compelling messages and inspire action.
- **Stakeholder Engagement:** Ability to build and nurture relationships with donors, corporate sponsors, and community partners.
- **Marketing & Design Acumen:** Experience with branding, storytelling, and digital marketing tools to enhance campaign visibility. (using: Canva)
- **Project Management:** Exceptional organizational skills with the ability to manage multiple priorities and deadlines (using: Asana & Google Suite).
- **Data-Driven Decision Making:** Proficiency in analyzing fundraising metrics and donor trends to optimize strategies. (using: Arreva)
- **Passion for Education & Commitment to Equity and Inclusion:** Deep belief in the power of education and a dedication to fostering an inclusive and equitable fundraising approach that supports all students.

Preferred Qualifications

- Experience executing capital campaigns or major gift programs.
- Knowledge of grant writing and foundation fundraising.
- Familiarity with education policy or nonprofit advocacy.
- Ability to design content.

Why Join Us?

- Opportunity to make a meaningful impact in education.
- Collaborative and mission-driven work environment.
- Competitive salary.

How to Apply

Interested candidates should submit a resume, cover letter, and a brief marketing writing sample to sarahgallaghermay@gmail.com. Applications will be reviewed on a rolling basis.