Development Manager

Normandale Community College Foundation | Bloomington, Minnesota

Salary: $75,000–$82,000 annually, depending on qualifications

Employment: Full-time, exempt | Reports to: Executive Director

Work arrangement: Hybrid — three days on campus and two remote workdays per week

Schedule: Monday–Friday, 8:00 a.m.–4:30 p.m., with occasional evening commitments

Benefits: Health, dental, vision, disability and life insurance; 401(k) with employer match

This position is employed by the Normandale Community College Foundation, an independent 501(c)(3) nonprofit organization, and is not a State of Minnesota position.

About Normandale Community College Foundation

At Normandale Community College, education is more than academics. It's a lifeline. Through scholarships, emergency assistance, and programs that address food insecurity, financial hardship, and barriers to educational success, the Foundation helps students access the resources they need to succeed.

Serving more than 17,000 students annually, Normandale is Minnesota's largest community college and an important educational and workforce development resource for the Twin Cities region. The Foundation is an independent nonprofit with more than $10 million in assets and a growing philanthropic program. Recent investments have supported interprofessional healthcare education, teacher preparation, student technology access, food security, STEM education, and scholarships.

Our four-person Foundation staff works closely with the College's Alumni, Marketing & Communications, and Grants teams to connect philanthropic investment with student success.

About the Opportunity

The Foundation seeks an experienced, resourceful, and results-oriented Development Manager to lead and grow its annual fundraising program. This position combines data-driven fundraising strategy with meaningful donor relationships, ownership of annual giving campaigns, and development of a sustainable philanthropic pipeline.

The Development Manager works closely with the Foundation’s full-time Major Gifts Officer to identify, cultivate, and transition donors with potential for increased philanthropic investment.

The successful candidate brings demonstrated fundraising experience, strong technological and analytical skills, excellent communication, and a record of turning plans into measurable results. The role offers substantial responsibility, direct access to leadership, and a hybrid schedule with two remote workdays per week.

Position Responsibilities

Annual Giving Strategy and Campaign Management — 60%

- Develop, implement, and evaluate a comprehensive annual giving plan supporting donor acquisition, retention, and increased giving.

- Lead multi-channel campaigns, including direct mail, email, Give to the Max Day, Giving Tuesday, year-end appeals, alumni giving, and targeted initiatives.
- Manage campaign timelines, budgets, audience segmentation, solicitation strategies, and performance measurement.
- Analyze donor data, giving patterns, response rates, retention, and campaign results to improve fundraising effectiveness.
- Develop donor-centered communications in partnership with Foundation and College marketing colleagues.
- Use Raiser's Edge or comparable CRM systems to manage donor information, segment audiences, track activity, and report results.
- Coordinate with database and donor relations staff on gift coding, data integrity, and timely acknowledgments.
- Expand opportunities for digital fundraising, recurring giving, employee and retiree giving, and alumni participation.
- Provide regular progress reports and recommendations to Foundation leadership and stay current with fundraising technologies and practices.

Mid-Level Donor Engagement and Portfolio Management — 30%

- Manage a portfolio of approximately 85 mid-level donors and prospects with annual giving potential of $1,000–$9,999, developing personalized cultivation, solicitation, and stewardship strategies to strengthen relationships, increase giving, and identify potential major gift prospects.
- Engage donors through personal meetings, phone calls, correspondence, and other meaningful interactions.
- Identify and qualify donors with potential for increased giving and coordinate with the full-time Major Gifts Officer on appropriate donor transitions into the major gifts pipeline.
- Maintain accurate, timely records of donor interactions, solicitation plans, and next steps in the fundraising CRM.
- Develop small-scale donor engagement activities that support relationship building and increased giving.
- Meet regularly with the Executive Director to review portfolio activity, fundraising progress, and donor strategies.

Team Collaboration and Advancement Support — 10%

- Collaborate with Foundation colleagues, College Advancement, Marketing and Communications, and campus partners on fundraising priorities.
- Coordinate with Donor Relations and database staff to provide a consistent donor experience.
- Partner with alumni engagement colleagues to identify prospects and giving opportunities.
- Support the Foundation's annual Creating Futures fundraising breakfast and other major events as appropriate.
- Participate in team planning, communicate proactively, and contribute to a culture of accountability, respect, and continuous improvement.
- Pursue professional development that strengthens fundraising knowledge and effectiveness.

Required Qualifications

- Minimum three years of progressively responsible experience in annual giving, fundraising campaigns, donor development, or a closely related revenue-generating role.

- Demonstrated responsibility for planning, executing, and evaluating fundraising campaigns or comparable revenue-generating initiatives.
- Proficiency with fundraising CRM systems, including donor record management, segmentation, reporting, and activity tracking.
- Strong proficiency with Excel or comparable spreadsheets, email marketing platforms, and digital collaboration tools.
- Experience writing effective communications for donors, customers, or other external audiences.
- Strong analytical skills and ability to interpret data and recommend improvements.
- Ability to manage multiple projects independently, prioritize, meet deadlines, and follow through.
- Strong relationship-building and collaborative skills; ability to incorporate feedback, learn technologies, and exercise judgment.
- Commitment to educational opportunity, student success, and an inclusive environment.

Equivalent combinations of relevant education and professional experience will be considered.

Preferred Qualifications

- Bachelor's degree or equivalent professional experience.
- Annual giving experience in higher education or nonprofit organizations and demonstrated fundraising results.
- Experience with Raiser's Edge or Raiser's Edge NXT, donor segmentation, direct mail, digital fundraising, and campaign analysis.
- Experience managing mid-level donor portfolios and conducting personal solicitations.
- Familiarity with major gift pipeline development and donor moves management.
- Experience collaborating with marketing, communications, and advancement services teams.
- Experience with alumni, employee, or recurring giving programs.

Professional Attributes for Success

Takes ownership of work; combines strategy with reliable execution; communicates proactively; works independently and collaboratively; uses data and technology confidently; approaches challenges with curiosity and judgment; welcomes feedback and continuous learning; and values integrity, collegiality, donor relationships, and the community college mission.

Additional Requirements

- Ability to travel locally for donor meetings and Foundation activities.
- Availability for occasional evening events.
- Ability to maintain confidentiality and sound professional judgment.
- Ability to collaborate and meet commitments in a hybrid environment.

Compensation and Benefits

Salary is $75,000–$82,000 annually, depending on experience and qualifications. Benefits include medical, dental, vision, disability and life insurance, and a 401(k) retirement plan with employer match after one year. The hybrid schedule provides three on-campus workdays in Bloomington and two remote workdays per week.

Application Process

Submit a resume and cover letter to Foundation@normandale.edu describing relevant fundraising experience, including examples of campaigns, donor engagement initiatives, or revenue-generating programs managed. Selected candidates may complete a brief job-related assessment of fundraising strategy, written communication, and data analysis.

Normandale Community College Foundation is committed to an inclusive and welcoming workplace and encourages applications from qualified candidates with diverse professional experiences and backgrounds.