



Job Title: Fundraising and Marketing Manager

Location: Richmond, VA (Hybrid, must be able to be in the office 3 days/week)

Organization: Richmond Institute for Veterans Research “RIVR” (Formerly known as McGuire Research Institute, Inc.)

Job Type: Full Time

Salary Range: \$50k - \$56k annually, with benefits.

About the Richmond Institute for Veterans Research:

The Richmond Institute for Veterans Research (RIVR) is a 501(c)(3) not-for-profit organization, created to help fund research and education at the Richmond VA Medical Center (VAMC).

Established by the Veteran Affairs Central Office in 1989, RIVR has been the organization at the forefront of scientific discovery at the Richmond VAMC for 33 years. The mission of the Richmond Institute for Veterans Research is to support cutting-edge research and innovation to find novel treatments for illnesses while supporting educational activities that will allow the Richmond VAMC in becoming the nationally renowned Center for Veterans Research.

By working toward this mission, we will improve the lives of ALL who have served our nation.

The Fundraising and Marketing Manager is a critical new role who will help establish a community of donors and friends in the Richmond area who share an interest in supporting RIVR’s mission.

Job Summary:

RIVR is undergoing a period of growth and expansion with a goal to become more visible in the community for our services to veterans.

The Fundraising and Marketing Manager plays a crucial role in supporting the fundraising and marketing efforts of the Richmond Institute for Veterans Research. This position involves managing and updating donor database, completing prospect research, coordinating fundraising e-newsletters, and maintaining accurate records to ensure the success of our fundraising initiatives. This position will also work closely with the Board of Directors, the Development Director, and other stakeholders to create marketing content and distribute it to supporters and friends. The ideal candidate is detail-oriented, resourceful, and a self-starter. S/he understands the basics of non-profit fundraising and possesses strong communication and organizational skills. An interest in medical research/medical fundraising is a plus!

Key Responsibilities:

1. **Donor Management:**
 - Maintain and update the donor database.
 - Work with RIVR Administrative staff and Director of Development to acknowledge donations promptly and manage donor communications.
 - Assist in developing and implementing donor stewardship strategies.
2. **Fundraising Marketing:**
 - Coordinate materials for a regular e-newsletter, work with Development Director to compile and send regular correspondence.
 - Support marketing efforts for RIVR, including placing news stories in other media channels, and social media promotion and outreach.
3. **Prospect Research:**
 - Research potential donors or supporters and capturing donor information.
 - Create donor bios for senior staff and volunteers in advance of donor meetings.
 - Ensure new donor information is captured and entered in the donor database.
4. **Reporting and Analysis:**
 - Generate reports on fundraising activities, donor engagement, and event outcomes.
 - Assist Director of Development in analyzing data to identify trends and inform future fundraising strategies.
5. **Administrative Support:**
 - Provide scheduling and communication support for the fundraising team.
 - Assist with the preparation of fundraising and marketing materials and presentations for the Board and other stakeholders.

Qualifications:

- Bachelor's Degree in Strategic Communications, Non-Profit Management, Business Administration, or a related field.
- Previous experience in fundraising, non-profit administration, or a similar role preferred.
- Strong written and verbal communication skills.
- Proficiency in database management and MS Office Suite (Excel, Word, PowerPoint).
- Ability to work independently and communicate your work with a team.
- Detail-oriented and resourceful with excellent organizational skills.

Benefits:

- Full Benefits Package
- Flexible Hybrid work schedule
- Opportunities for professional development and training.
- A supportive and mission-driven work environment.

How to Apply:

Interested candidates should submit a resume and cover letter to development.rivrva@gmail.com.