

**THE LEUKEMIA & LYMPHOMA SOCIETY  
LONG ISLAND CHAPTER  
SENIOR CAMPAIGN MANAGER**

How many people can answer the question, "What do you do for a living?" with the answer, "*I help find cures for cancer.*" At LLS, employees take our mission seriously. Whether you work in one of our chapters, are an accountant at the national office or a specialist in our Information Resource Center, you work each day on making our mission a reality: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

*Join us and give new meaning to the word, "job."*

**OVERVIEW:** The Senior Campaign Manager will oversee a total revenue goal of \$400k, with main areas of focus as Donor Development (250k) and the chapter's inaugural Student of the Year campaign (135k). They will also provide support for Light the Night teams. The ideal candidate will bring strong relationship building skills, high energy, and self-motivation. Additionally, they will be detail-oriented and technically agile - utilizing and staying up to date with social media and other internal systems and databases.

**Reports to:** Executive Director or assigned staff

**Supervises:** May supervise assigned staff

**Responsibilities:**

- Implement organizational best practices with regard to recruiting and managing high level volunteers, revenue generation activities, expense and fiscal controls and marketing/promotions and logistics resulting in chapter revenue growth and achievement of revenue goals.
- Oversee all aspects of large fundraising campaign(s) to include the Light The Night Walk, Team In Training, School & Youth Programs, Man & Woman of the Year, Leukemia Cup Regatta, or special events.
- Provide input into the development of a strategic plan for the fundraising campaign(s), including fundraising goals, budget recommendations, vendors, volunteer goals, and timelines.
- Evaluate the effectiveness of the on-going fundraising campaign(s), including fundraising efficiency (cost/expense), community engagement, event satisfaction, and overall success of the campaign.
- Ensure revenue goals are met by partnering with chapter leadership to identify, recruit, manage and steward volunteer committees and event participants.
- Act as an on-site manager during the campaign fundraising event, overseeing activities, staff, vendors, and volunteers to ensure satisfaction of participants, and resolutions of problems.
- Develop positive volunteer interactions through recruitment, mentoring, and providing comprehensive support for volunteer leadership and participants to develop and achieve personal fundraising plans, while focusing on the mission of LLS.
- Identify and network with corporations, community groups, schools, and key donors to engage them in the LLS fundraising campaign(s).
- Manage and act as a resource to Campaign Managers, Specialist, and Campaign Assistants relating to their fundraising campaigns and efforts, as well as provide input for hiring, promotion, performance, termination of those supervised.

- Connect with vendors to secure the best rate or donation of services needed for the campaign(s).
- Develop/modify marketing materials (brochures, recruitment, promotional flyers, pledge forms) to promote the fundraising campaign.
- Maintain a working knowledge of the LLS's mission and programs to promote the Society's fundraising, research, and patient initiatives.
- Perform other related duties as assigned.

**Qualifications:**

**Education & Experience Requirements:**

- Bachelor's Degree
- 4+ years fundraising, sales, marketing, communications, event planning experience
- Previous experience as a Campaign Manager

**Position Requirements:**

- Collaborate with Mission Team ensuring success of patient access, education, public policy & advocacy and research.
- Knowledgeable and experienced in nonprofit and volunteer management, with an emphasis on proven fundraising results.
- Excellent verbal and written communication skills.
- Demonstrated knowledge and use of digital, social media & emerging online channels.
- Capable of balancing multiple priorities effectively.
- Demonstrated experience in volunteer development and cultivation.
- Enthusiastic, self-motivated and committed to excellence.
- Capable of working well with a variety of personalities and leadership styles.
- Highly organized and professional.
- Resourcefulness, promotions savvy and problem solving acumen.
- Knowledge of MS Office Suite.

**Physical Demands & Work Environment:**

- Physical demands are minimal and typical of similar jobs in comparable organizations.
- Work environment is representative and typical of similar jobs in comparable organizations.
- May be required to move Campaign materials weighing up to 15 pounds for various events.
- Travel within the Chapter's designated area.
- Required to work evenings or weekends.

**HOW TO APPLY:**

[www.lls.org/careers](http://www.lls.org/careers)