



Development Operations Associate

The **Development Operations Associate** is a vital member of our team, helping to power Make-A-Wish's fundraising efforts across 27 counties. Reporting to the Senior Director of Chapter Advancement, this role provides critical support in data management, prospect research, event support and communications that enable our fundraisers to succeed. The Development Operations Associate maintains the donor database, builds reports, fulfills data requests, and partners with all departments to ensure accuracy in gift processing and stewardship.

Beyond data and operations, this role contributes to communications by creating digital and print materials, updating website content, coordinating social media activity, and monitoring press coverage. The associate also supports event strategy through donor and invitation lists, while assisting in the development and implementation of strategic communication plans. By streamlining systems, strengthening processes, and supporting donor engagement, the Development Operations Associate ensures the chapter can raise more support and bring life-changing wishes to children facing critical illness.

What You Will Own Responsibility For

- **Data & Reporting:** Build sophisticated reporting tools within the development database to help fundraisers and leadership optimize strategies. Respond to data fulfillment requests and create self-help tools to strengthen team confidence in using the system.
- **Prospect Research:** Serve as the chapter's lead for prospect research—partnering with Make-A-Wish America on reactive opportunities and producing proactive research to identify new donors.
- **Training & Knowledge Management:** Train new fundraising team members on donor database best practices, maintain chapter standards, and build a knowledge management system.
- **Collaboration & Stewardship:** Partner with Finance and Operations to ensure accurate donor data and stewardship details. Produce invitation and thank-you lists to support event and donor strategies. Lead the Development team's gift process in Salesforce.
- **Communications & Marketing Support:** Create compelling materials, assist with print and digital collateral, coordinate social media presence, monitor community engagement, and support brand consistency across all channels.
- **Media & Awareness:** Build reports for media monitoring, archive press coverage, and support strategic communication plans to promote the mission.
- **Projects & Innovation:** Lead periodic development operations and communications projects to improve fundraising and outreach.
- **Event Support:** Coordinate all aspects of participant registration, donor engagement, data coordination and post event data reconciliation.
- **Other duties as assigned.**

Your Qualifications, Skills, and Experience

You thrive on bringing order out of chaos and building systems that make people's work easier and more effective. Highly organized and flexible, you can juggle multiple projects while staying

focused on what matters most. You're energized by collaboration, asking thoughtful questions, listening with empathy, and seeking to understand before charting a path forward.

A natural communicator, you work easily across e-marketing platforms and know how to simplify processes without losing sight of the big picture. You love data, enjoy analyzing trends, and are adept at media monitoring strategies. Most of all, you're excited about the intersection of data and communications, and eager to learn more about the evolving field of fundraising.

- Strong project management skills with the ability to manage competing priorities.
- Excellent relationship-building skills with both internal teammates and external partners.
- Hands-on experience with databases; ability to build meaningful reports that demonstrate progress toward goals. Experience in Salesforce or other CRM highly desirable.
- Skilled at analyzing data to identify trends that inform decision-making.
- Comfortable creating content across digital channels, including email marketing, social media, and website platforms.
- Curious, adaptable, and quick to learn new tools and systems.
- A clear and detail-oriented communicator with strong writing and editing skills.
- A natural problem solver with a proactive, solution-focused approach.

You'll Be Successful If...

- You are passionate about the mission of Make-A-Wish and motivated to serve families facing critical illness.
- You bring positivity, resilience, and a growth mindset—committed to learning, improving, and pushing through challenges.
- You are comfortable with philanthropy and wealth, and see fundraising as a way to connect people with meaningful impact.
- You love data but know that numbers are just one part of the story.
- You celebrate the wins of others, share credit freely, and look for opportunities to help teammates succeed.
- You stay curious about trends in fundraising and communications, and remain open to new approaches.
- You bring authenticity, humility, and integrity to your work.
- You are both humble enough to learn and confident enough to lead.

Time Commitments

- Full time, non-exempt
- Occasional evening or weekend fundraising events, as needed
- Three days in-person at the Sacramento office location

Chapter Benefits

- Hiring salary range of \$50,000-\$60,000 annually based on skills and experience.
- Fully benefited position including 401k retirement plan.
- Vacation and sick time as well as paid holidays.