



Charlottesville Albemarle SPCA Job Description

Position: Development Programs Specialist
Job Status: Full time, Exempt
Reports to: Director of Advancement
Revision Date: August 21, 2026

Position Summary

The Development Programs Coordinator Specialist executes donor giving program strategy set by the Director of Advancement - recurring giving, lapsed donor re-engagement, and early stage major and planned giving pipelines. This role turns donor data into clear reporting and coordinates campaign execution alongside Marketing/Communications. It blends data fluency with relationship building, tracking donor movement across giving levels and helping keep each program running smoothly day to day.

Key Responsibilities

- Coordinate and execute campaign calendars across giving programs, including recurring giving, lapsed donor outreach, and support for major and planned giving pipelines.
- Analyze donor data to flag recurring donors, level-up opportunities, lapsed donors, and early stage major or planned giving candidates for Director review.
- Partner with the Marketing/Communications team on messaging, appeals, and campaign timing across giving programs.
- Support the rollout of new donor giving programs as directed.
- Track and report on giving program performance and donor movement across levels and programs.
- Coordinate donor stewardship touchpoints tied to recurring and program-based giving.
- Support the Events and Fundraising Manager on third-party and community partnership event coordination and recruitment.
- Serve as a secondary point of contact for community partners on event logistics.
- Collaborate with the Stewardship & Development Coordinator to ensure clean, accurate data feeds reporting.
- Participate in Development and Marketing strategy sessions.

Skills & Competencies

- Strong organizational and project coordination skills with the ability to manage multiple deadlines and priorities.
- Proficiency with donor databases/CRM systems and maintaining accurate donor records.
- Strong Excel or Google Sheets skills, including sorting, filtering, basic formulas, and reporting.
- Ability to analyze donor and campaign data and identify trends or opportunities for follow-up.
- Strong written and verbal communication skills.
- Excellent attention to detail and commitment to data accuracy.
- Ability to coordinate campaign timelines, donor communications, and stewardship activities.
- Strong interpersonal skills and ability to work effectively with donors, community partners, and internal teams.
- Ability to collaborate closely with Marketing/Communications on campaign materials, messaging, and

schedules.

- Sound judgment and discretion when handling confidential donor and financial information.
- Ability to work independently on assigned projects while knowing when to elevate questions or opportunities to the Director of Advancement.
- Strong customer service and relationship-building skills with a donor-centered approach.
- Adaptability and willingness to support multiple Development initiatives as organizational priorities evolve.