

Maria



Age
25 to 34 years

Highest Level of Education
Bachelor's degree (e.g. I

Social Networks



Industry
Sales

Organization Size
51-200 employees

Preferred Method of Communication

- Email

Tools They Need to Do Their Job

- Word Processing Programs
- CRM Software
- Email
- Cloud-Based Storage & File Sharing Applications
- Employee Scheduling Software
- Accounting and Bookkeeping Systems

Job Responsibilities

Donor segmentation and communications, creating and carrying out campaigns, working donor events, managing development associates

Their Job Is Measured By

Number and amount of gifts secured

Reports to

Director of Development

Goals or Objectives

Revenue

They Gain Information By

Attend conferences, watch webinars, read industry reports

Biggest Challenges

- Navigating Client Relationships & Communications
- Resources