



Telefund was launched in 1988 to provide an alternative to mainstream telephone fundraising firms. Our mission is to provide our clients more bang for the buck than any other telephone fundraising option. Our clients are limited to those working in the public interest and promoting citizen power. Telefund's past and current clients include American Civil Liberties Union, Amnesty International, ASPCA, the Democratic National Committee, Human Rights Campaign, League of Conservation Voters, and many others.

Account Executive Job Description:

Telefund's Account Executives (AE) provide the interface between our clients and all internal operations. AEs are chiefly responsible for developing relationships with their clients, including winning new business from current clients and generating referrals to produce new business.

Job Responsibilities:

- **Manage the Telefund team to launch campaigns on schedule.** Launching a campaign for a new client requires action from every department. The AE assigned to the client must coordinate our legal, financial, operations, IT, and fulfillment staff to ensure client objectives are achieved or exceeded.
- **Write and edit telephone scripts and fulfillment copy.** The scripts our callers use and the copy we mail to donors must compel action while adhering to our clients' political message. Complex scripting can require the coordination of calling operations, IT and fulfillment staff.
- **Monitor campaign performance and progress to ensure client goals are achieved.** Many campaigns don't achieve success on day one. Our AE staff must regularly revise scripts and fulfillment copy to reflect the changing political landscape and to increase results for our clients.
- **Improve Telefund systems to increase client net.** Because our AE staff coordinate all other units to execute a campaign, no one is better positioned to strengthen our systems. AEs regularly meet to evaluate system improvement proposals.
- **Respond to unusual requests from clients and organize Telefund team to do the same.** We have worked hard to build systems that can easily be adapted to each client's unique needs, but most clients reveal unique needs we never anticipated. AEs must respond to unique requests as they arise and follow all loose ends to conclusion. When systems need to be adjusted to accommodate long-term change, AEs are often in the best position to recommend improvements.
- **Analyze campaign performance over time to increase long-term results for clients.** Many clients hire Telefund for recurring campaigns, and AEs can substantially increase our clients' power by analyzing results over time and recommending strategic adjustments in the type of appeals used, the schedule, the list segments targeted, and the variations in message over time.
- **Negotiate contracts including price and payment terms.** AEs must balance Telefund's needs against client goals to maximize the likelihood for success.
- **Contribute to the development of a strong team of staff.** Telefund's small staff brings a diverse set of backgrounds to the table. Everyone is expected to work hard to improve the overall functioning of the team.
- **Assist in long-term strategic planning.** AE perceptions of client price-sensitivity, competitor behavior, untapped markets, and unmet client needs are critical to effective planning and long-term growth.
- **Develop new areas of expertise.** Some areas of interest include mailing methods and technology, convergence of internet organizing techniques with traditional direct marketing, inbound calling operations, prospecting and list selection, cashiering services, and IT services.
- **Recruit career staff from internal and external candidates.** The single greatest constraint on Telefund's growth, in the short term, is our ability to expand our central management team, particularly call center directors and account executives. We are most interested in hiring a team of staff that can grow our team of staff.

Qualifications:

Strong communication and motivational skills, work ethic, and desire for political change are essential. Two years of fundraising or marketing experience required. College degree is preferred.

Expectations:

Campaign hours can run 50-55 hours per week, including some work on weekends. Good teamwork and a positive attitude are critical.

Salary/Benefits:

Target salary for Account Executives is commensurate with experience. Staff may opt into our health care plan. Paid training, accrual of paid vacation, and paid sick days included.

Timing and Location:

Immediate positions available in Boston, Chicago, Denver and Los Angeles.

How to Apply:

Resume and cover letter to jobs@telefund.com with "AE" and preferred location in the subject line.