

GORDON COLLEGE

Position Description

Title: Major Gifts Officer

Function: Under the direction of the Vice President for Advancement, manages a major gifts donor portfolio. Responsible for substantially increasing the number and financial commitment of major donors to the College. Assists in the design, implementation and management of a program of activities to generate philanthropic support for the College. Primary emphasis will be on the identification, cultivation, solicitation/closure and stewardship of major donors and prospects.

Description of Duties and Tasks:

Essential Responsibilities:

1. Responsible for the cultivation, solicitation and stewardship of a regional portfolio of 150-200 assigned individual donors. Initiates and maintains regular personal contact with these individuals and works to achieve agreed-upon objectives for each prospect. This responsibility involves establishing and strengthening relationships with assigned donors and may involve the organization and facilitation of one or more donor cultivation events.
2. Travels extensively to conduct face-to-face visits, with at least 50% of portfolio annually. Provides written contact reports on all visits and substantive phone contacts and promptly enters information in Salesforce.
3. Raises \$1,500,000 annually within 2 years.
4. Responsible for pipeline development for the long term health in the assigned region.
5. Works effectively with the Advancement staff, administration, other campus departments in the cultivation and solicitation of donor prospects.
6. Works effectively with others on the Advancement staff by sharing leads in a positive and constructive manner.
7. Sends thank-you letters or other correspondence to all assigned donors in a timely manner.
8. Meets all quantitative fundraising goals and expectations as committed to the College.
9. Participates in special events hosted around campus as necessary, proactively utilizes such occasions to cultivate donors and prospects.
10. Maintains knowledge of deferred gift vehicles and other gift arrangements that benefit both prospective donors and the college.

11. Is a proficient end user of Salesforce, to enter donor contact reports and maintain proposal reporting.
12. Carries out additional duties as assigned by the Vice President for Advancement.

Required Knowledge, Skills and Abilities:

In order to fully perform the above functions, the incumbent must possess the following knowledge, skills and abilities, or demonstrated that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities.

1. An aptitude for fundraising, a quality and skill that includes (but is not limited to) being a self-starter, highly organized, energetic, relational, articulate, professional, goal-oriented, positive attitude, and fully committed to devoting high energy and significant effort toward the fulfillment of all fundraising goals and objectives on a continuous, sustained basis.
2. Demonstrated success in asking for and negotiating to close gifts including but not limited to professorships, scholarships, capital projects, gifts of appreciated assets and selected planned giving vehicles.
3. Accomplished writing ability, including excellence in writing strategically, persuasively, clearly and with strong technical skills in the use of grammar and vocabulary.
4. Must demonstrate, on an ongoing basis, personal ownership of the institutional mission and priorities of Gordon College
5. Must be a team player, and be flexible in working with other development team members toward the accomplishment of fundraising goals and objectives.
6. Demonstrated success in fundraising, corporation/donor solicitation and cultivation.
7. Ability to deal persuasively with current and prospective contacts.
8. Strong skills in administration, interpersonal communication and relationship building, time management and prioritizing.
9. Previous experience and leadership in planning and executing fundraising strategies.

Position Code: DEV-MJGFT

Grade: 8

FLSA Status: Exempt

Hiring Range: \$140,000 - \$170,000 annually