



# ROBERTS WESLEYAN UNIVERSITY

**Job Title** Director of Major Giving

**Department** Advancement & External Relations

**Reports to:** Sr. Director of Grants & Foundations

**Updated Status** October 2024 Exempt

## **Job Objective**

The Director of Major Giving is responsible for the development and leadership of a comprehensive, strategic, integrated effort to transform the base of annual donors into major gifts. The Director will coordinate a year-round program that will involve all forms of donor cultivation, solicitation, and stewardship, particularly those donors with a higher capacity. The expectation is that the Director will build personal, and pastoral relationships as well as close a significant number of major gifts for the University and Seminary.

## **Job Responsibilities**

1. A call to building pastoral and philanthropic relationships that advance the mission of Roberts Wesleyan University and Northeastern Seminary.
2. Significant focus on Northeastern Seminary donors, in addition to Roberts Wesleyan donors.
  3. Develop and oversee a yearly comprehensive plan for qualifying, cultivating, soliciting, and stewarding donors. The portfolio of 100 families includes primarily major giving prospects who may be past donors, prospective donors, parents, former trustees and advisors, and/or alumni.
4. Secure 100 personal visits each year and personally ask for 30 or more major gifts, each of which must include an annual fund component. The overall fundraising goal for the Director is to raise 2.5 times her/his salary and budget in Year 1 and between 3-5 times the salary/budget in Year 2. Expectations during and after Year 3 are that the Director will raise more than 5 times the salary/budget. In all years, the Director must raise \$100K+ toward annual funds.
5. Develop leadership-level giving (\$2,500-\$5,000) to the annual funds. Create and implement a comprehensive strategy that enlists new leadership-level donors, stewards current donors, and reengages lapsed donors under the direction of the Director for Annual Giving programs.

6. Provide a spirit of collaboration across campus. In dialogue with the Director of Alumni Engagement, coordinate and facilitate strategic alumni gatherings as a tool to cultivate and engage key donors. Work with faculty and students to understand their needs and identify supporters who can help fulfill the University's aspirations.
7. Provide insight to our communications team on messaging and marketing to the major gift portfolio. Ensure that Annual Fund and Alumni communications are targeted and personal.
8. Participate at least once per year in a professional development conference.
9. Manage travel and entertainment budget.
10. Work closely with the Stewardship Coordinator and Advancement Operations Manager to ensure that annual donors are properly thanked and recognized.
11. Other duties as assigned.

***The approved salary for this position is \$72,000.00/annually***

**Qualifications:**

1. Bachelor's degree required. Master's degree preferred.
  2. A minimum of 5 years of experience in higher education major gift fundraising. Successful closures of 5- and 6-figure gifts. Alternatively, applicants with experience in frontline sales, financial management, or significant leadership level giving (4-figure gifts) will be considered.
3. Experience discussing and closing planned gifts, including bequests, charitable remainder trusts, charitable gift annuities, and blended gifts.
4. Must possess exceptional oral and written communication skills, including an ability to communicate the mission of Roberts, listen well to donors' needs, and pastorally care for donors during difficult seasons.
5. Must have strong analytical skills with the ability to quickly and regularly adjust strategy based on giving trends.
6. Must be a highly independent and strategic thinker capable of focused fundraising on the University's top priorities.
7. Must be goal-driven and project-oriented, able to handle several tasks simultaneously, possessing an ability to prioritize donor engagements, tasks, and deadlines.

8. Commitment to a collaborative, team approach within the department and across the campus community.
9. Willingness to travel 2-3 days/week (50-65% of the time). NYS driver's license in good standing is required.
10. Occasional evening and weekend work may be required for special events.