



Revision Date: February 11, 2015

Job Title: Associate Director of Major Gifts

Supervisor: Development Director

F.L.S.A.: Exempt

Summary - Reporting to the Development Director, the Associate Director of Major Gifts will work closely with members of the senior management team to build a vision-driven case for institutional support. An intimate understanding of the mission of PCTA, conservation and environmental organizations is critical to the success of this individual, and tying donor philanthropy to the strategic objectives of PCTA will always be emphasized. He/She has direct responsibility for a portion of PCTA's dollar goal and will work energetically with high-level prospects and donors. The Associate Director of Major Gifts will make at least 120 visits, 25 solicitations and close at least \$500,000 in gifts annually. He/She will be responsible for strategically positioning the Executive Director and CEO for meetings and solicitations with an exclusive portfolio of top prospects and donors. This position will also be part of a team preparing for and successfully executing an upcoming capital campaign. The ideal candidate will be an active listener who enjoys the outdoors and is able to converse easily about issues related to conservation and will have the curiosity to continue learning and growing. Maturity and integrity are required for success.

Essential job responsibilities include:

- **Prospect Identification** - Primarily through face-to-face visits, expands and refines the pool of major donors and begins connecting individuals to mission-related areas based on information gathered.
- **Cultivation** - Through visits and pairings with board members, the Executive Director and CEO, the Development Director and senior management, the Associate Director of Major Gifts connects prospects closer to PCTA's funding priorities.
- **Solicitation** - Arranges and guides every aspect of the asking process, regardless of who is conducting the solicitation.
- **Stewardship** - Manages PCTA's response to major gifts received from individuals in his/her assigned portfolio, including acknowledgement and accountability.

Other duties include prospect research, maintaining donor records in Raiser's Edge, and writing donor meeting reports.

Education and Training:

- An undergraduate degree is required



Associate Director of Major Gifts continued

Experience and Qualifications:

Required

- A minimum of five years of progressively responsible major gift fundraising experience is required.
- Excellent written and oral communication skills.
- Documented track record of successfully soliciting and managing current and prospective benefactors at the major gift level.
- Outstanding social skills, instincts, and judgment.
- Ambitious and motivated professional who values a collaborative working environment and who will be able to establish strong, interpersonal relationships with PCTA's leaders.
- Demonstrated and highly sophisticated understanding of all aspects of the cultivation and solicitation process, whether utilizing staff, senior management, the Executive Director and CEO, board members, or making successful solicitations him/herself.
- Polish and enthusiasm necessary to engage with high net-worth individuals on behalf of PCTA.
- Computer literacy and experience working with applications such as Microsoft Word, Excel and Outlook as well as donor databases.
- Candidates must be comfortable with traveling and be able to accommodate a flexible work schedule, including considerable evening and weekend work.
- Highly organized and detail-oriented, resourceful and flexible.
- Able to work independently and in small office as part of a team.
- A pre-employment background investigation will be required.

Desirable

- Familiarity with and commitment to conservation
- Raiser's Edge experience

Physical Requirements:

- The ability to sit for several hours at a time

Typical Working Conditions:

The Associate Director of Major Gifts will work in the PCTA headquarters, currently located in Sacramento. Most duties will be performed in the office, with considerable overnight and weekend travel.

Equipment Used:

Office equipment, including laptop computer, printer, copier, and scanner.



Associate Director of Major Gifts continued

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Employee Acceptance _____ Date _____