

Major Gift Officer

Grade: 9**Reports to:** Assistant Director of Advancement**Job Status:** Exempt, Full-Time**Department:** Advancement**Approval Date:** 2019

Job Summary:

The Major Gifts Officer is responsible for shaping the design and spearheading the implementation of a major gifts (\$10,000+) program for the Aquarium. Responsibilities include the identification, cultivation, solicitation and stewardship of donors and prospects for annual gifts at the \$10,000+ level, as well as transitioning donors in this category to higher levels of support. Work requires a close working relationship with the Aquarium Board of Directors, senior leadership and program managers, volunteers, as well as donors.

Essential Functions:

- Work closely with the Senior Director for Strategy and Advancement and the Assistant Director of Advancement to create and manage a program for the identification, cultivation, solicitation and stewardship of annual supporters donating at the \$10,000 and above level. The Major Gifts Officer will also work to identify major gift opportunities and coordinate efforts with senior leadership to secure these gifts, maintain relationship with this critical circle of donors
- Develop and achieve robust annual revenue goals for the annual fund and Watershed Campaign priority initiatives while maintaining associated expenses, articulating and maintaining an efficient pace of regular solicitations, quarter-by-quarter
- Support the Assistant Director of Advancement in managing the board of directors' Watershed Committee, creatively initiating fundraising opportunities that leverage the networks of committee and board members.
- In collaboration with the Gift Officer and Advancement Events Manager, support the execution of benefits for the Watershed Society, especially opportunities for those at higher contribution levels (\$5,000+)
- Oversee the development and implementation of a comprehensive, highly personalized stewardship and recognition plan for major gift donors
- Actively participate in the planning and implementation of cultivation events of all scales and character, collaboration with Advancement team colleagues and focusing on prompt follow-up strategies with key targets to deepen relationships over time
- Analyze major gift data and maintain monthly, quarterly and annual revenue and cash flow reports
- Prepare an annual strategic work plan, reporting quarterly on trends and key learning that will drive annual goals
- Track donors and prospects using Raiser's Edge, in coordination with the Advancement Systems Coordinator, including accurate record keeping (proper gift coding, timely booking, accurate pledge payment schedules and reminders, etc.), notes, acknowledgements, follow-ups
- Monitor trends in the region and adapt fundraising strategies, as necessary

Other Duties and Responsibilities:

- Develop a fluent understanding of, and the ability to articulate Aquarium programs and initiatives. Support the Aquarium's mission by participating in organization-sponsored programs and events on a

regular basis. Assist with the promotion of the organization in the community. Represent the Aquarium at public events and functions.

- Follow South Carolina Aquarium Gift Acceptance Guidelines, Policies and Procedures. Provide input on updates as needed. Keep informed about the development field generally, and especially the tax aspects of charitable gifts and new legislation rulings affecting such gifts.
- Coordinate volunteer support on an as needed basis for projects.
- Maintain a customer service demeanor at all times. Respond to donors with the appropriate level of urgency. Ask questions to identify donor's needs or expectations in a pleasant and respectful manner. In completing tasks, continually consider the impact of those actions on the donor, and is flexible to accommodate donor's needs.
- Work with the Marketing Department to ensure consistent organizational branding.
- Adhere to the South Carolina Aquarium Policies and Procedures.
- Other duties as requested by the Director of Advancement.

Knowledge, Skills and Abilities:

- Proficiency with Microsoft Word, Excel, Outlook and Blackbaud's Raiser's Edge is preferred.
- Excellent verbal, written communication, presentation and interpersonal skills.
- Must be a detail and goal oriented, enthusiastic individual able to exercise independent judgment in completing tasks, prioritizing, and meeting deadlines.
- Must be willing to perform tasks not explicitly described here, but respond nimbly and cooperatively to diverse assignments.
- Demonstrated organizational skills; able to manage multiple projects and move quickly from one to another while maintaining thorough records.

Education and Experience Required:

- Bachelor's degree in a related field, and 5 to 7 years related experience in non-profit fundraising.

Licenses and Certifications Required:

- Valid Driver's License

Physical Requirements:

Requires average walking, standing, bending, stooping, crouching, sitting, kneeling, balancing, pushing and pulling, crawling, climbing ladders, computer and phone tasks in a normal office environment.

Working Conditions:

Occasional need to work evenings and weekends.

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not construed to be an exhaustive list of all job duties performed by the personnel classified.

The Aquarium is an "at-will" employer, and as such, employment with the Aquarium is not for a fixed term, or definite period and may be terminated at the will of either party, with or without cause, and without prior notice.