

Major Gifts Officer (42377)

Job Description

Department: Cal Performances
Classification: FUNDRAISER 4
Title Code: 000462 Exempt
Percent Time: 100 %
Supervisor's Title: Chief Development Officer
Personnel Program: Personnel Policy for Staff Members (PPSM)

Introduction

Cal Performances is the performing arts presenting, commissioning and producing organization based at the University of California, Berkeley. The mission of Cal Performances is to produce and present performances of the highest artistic quality, enhanced by programs that explore compelling intersections of education and the performing arts. Cal Performances fulfills this mission by presenting, producing, and commissioning outstanding artists, both renowned and emerging, to serve the University and the broader public through performances and education and community programs.

Under the strategic direction of the Chief Development Officer, the Major Gifts Officer (MGO) develops and executes long range development strategies for prospects and donors with the capacity to give 6+ figure gifts to Cal Performances. The Major Gifts Officer works in partnership with other members of a 7-person development team to create comprehensive fundraising strategies designed to inspire giving from existing major gifts donors and new major gifts prospects.

Responsibilities

- Develops and manages a dynamic portfolio of approximately 100 major gifts prospects, with the capacity to give \$100,000 or more to Cal Performances, raising at least \$1 million per year once established.
- Identifies, qualifies, cultivates, solicits and stewards prospects for gifts in the portfolio; this may also include corporate and foundation prospects with ties to individual major donors and prospects.
- Evaluates fund development approaches using prospect research and financial capacity data, including planning and evaluating annual solicitation programs for the portfolio, and making recommendations for improvements.
- Develops pipeline through discovery, cultivation, and solicitation of significant annual fund donors who can eventually become major donors.
- Solicits gifts directly; work with senior staff, content experts, and key volunteers to implement successful solicitation strategies.
- Manage relationships with some of the University's most important donors, especially where designated as primary manager.
- Develops and executes long and short-term strategies to secure major gifts from individuals in support of the Cal Performances mission.

- Attends performances and related education events to cultivate, solicit, and steward donors and prospects.
- Conducts 10-12 prospect/donor visits per month, through various means.
- Writes proposals for solicitation of individual prospects.
- Develops stewardship reports to donors in the portfolio as needed, in collaboration with artistic, education, marketing, and other staff.
- Analyzes needs and assists in the creation of strategic plans for Development programs.
- May oversee the work of professional and support staff involved in the implementation of Development programs.
- Attends functions, meetings and serves on internal/external committees as a representative of Cal Performances.
- Performs other duties as assigned.

Skills, Knowledge & Abilities

Required Qualifications

- Bachelor's degree in related area and/or equivalent experience
- A minimum of 5+ years in the field of major or individual giving and advanced knowledge of all aspects of fundraising, donor relations concepts, principles, procedures, and techniques.
- Enthusiasm for the range of performing arts.
- Advanced written, oral and interpersonal communication skills, including political acumen to establish and maintain good working relationships throughout the organization and with outside constituencies.
- Advanced skills in making persuasive and compelling presentations of organization goals/objectives to successfully secure gifts.
- Advanced skills to meet predetermined goals and objectives through effective project planning, organization, execution, and evaluation.
- Advanced analytical, critical thinking, problem recognition and resolution skills.
- Demonstrated ability to meet or exceed fundraising goals and objectives.
- This position requires the successful completion of a criminal background check.
- Advanced knowledge of applicable laws, rules, regulations, and general policies about philanthropy.
- Ability to learn and work with University policies especially related to philanthropy.
- Very strong skills in maintaining confidentiality.
- Strong skills in digital technology, for documents, spreadsheets, donor databases, email, and digital communications.

Preferred Qualifications

- Graduate degree and/or equivalent experience/training preferred.
- 10+ years in Development for higher education or cultural organizations preferred.
- Experience in capital and endowment campaigns preferred.
- Advanced knowledge of Tessitura and/or Salesforce CRM preferred.

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