

## MAJOR GIFTS ASSOCIATE

### Job Description

Classification Title and Code:	Fundraiser 2 – 7546U (non-exempt)
Percentage of Time:	100%
Schedule:	Monday-Friday, including nights and weekends, as required
Supervisor's Title:	Chief Development Officer
Personnel Program:	Personnel Policies for Staff Members (PPSM)

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### INTRODUCTION

The Development Associate reports to the Chief Development Officer and plays a critical role in increasing individual donor support. The incumbent is responsible for a wide variety of prospect donor research and major gift activities that increase the major gift pipeline. Key areas of emphasis include identifying, profiling, and qualifying prospects, estimating financial capacity and organizational affinity, and pinpointing institutional linkages and funding interests. Additional responsibilities include supporting the Development Team and Trustees' committees in activities such as report generation, donor relations, event production, and general administrative duties.

### RESPONSIBILITIES

#### 50% Prospect Development and Research

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- In collaboration with designated UDAR prospect analysts, serve as Development team specialist in all prospect research needs.
- Identify prospective supporters from ticket population, UCB alumni and affiliates, and through on- and off-line media with capacity and interest in the types of programs Cal Performances produces.
- Write confidential prospect profiles and briefings to prepare fundraisers and staff for visits, events, and solicitations.
- Provide bi-weekly reports to fundraisers on prospect movement and fundraising progress, and recommend strategies for those that are "stuck".
- Ensure that individual giving, major gifts, and principal gifts portfolios are current in CADS and Tessitura, enter major gifts and principal gifts contact reports, and provide moves management updates.
- Maintain and develop administrative support systems, including solicitation, acknowledgment, and stewardship materials for Leadership Giving levels.
- Support the Annual Fund and Special Events Committee in their efforts, including attending and participating in committee meetings, preparing and distributing meeting minutes and materials in advance of meetings, conducting prospect analysis, and responding to Board Volunteers' needs for fundraising support

#### 50% Solicitation and Stewardship Support

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- Manage benefits offered to Patron Sponsors such as comp tickets, meet and greets, thank you gifts including photos, signed programs, etc.
- Manage and maintain accurate donor recognition including approval of program book credits, maintain the funder credit grid, website donor credits, etc.
- Suggest, create and manage an event strategy that is tailored to supporting cultivation and stewardship of prospects, trustees, and major donors while being grounded in the organization's fundraising priorities for the season (pre- or post-dinners, cultivation events, Director's Tables, intermission receptions, Home Concerts, Trustee and Sustaining Trustee events, etc).
- Assist the Chief Development Officer and Associate Director of Development, Individual Giving in the cultivation and stewardship of major donor relationships including escorting sponsors back-stage and greeting at receptions, drafting major gifts acknowledgement letters, and managing the stewardship calendar for individual giving, major and principal gifts.
- As appropriate, collaborate with the Chief Development Officer and Associate Director of Development, Individual Giving to determine effective and individualized fundraising strategies.
- Compose and prepare fundraising proposals for renewing donors.
- Manage department comp ticket allocation and distribution for all performances in coordination with the ticket office in a timely manner.
- Stay informed and up-to-date on trends, best practices, and strategies within related work fields and share take-aways with Development Team.
- Serve as the Development Department's liaison to the Operations Department:
  - Attend weekly operations meeting and effectively communicate donor event logistics, needs and details.
  - Problem solve operational needs such as large backstage visits.
  - Ensure timely and accurate entry of event details into Arts Vision.
- Hire and supervise departmental student employee.

## SKILLS, KNOWLEDGE & ABILITIES

### Required Qualifications

- 2-3 years of fundraising experience.
- Working knowledge of fundraising, donor relations and public relations concepts, principles, procedures and techniques. Knowledge and experience in the principles, practices and trends of fundraising.
- Bachelor's degree in related area and/or equivalent experience/training.
- Experience with event management/coordination.
- Ability to exercise flexibility, initiative, good judgment and discretion. Ability to maintain confidentiality.
- Excellent written and verbal communication skills, interpersonal skills, and experience in building productive relationships with donors and volunteers.
- Excellent problem-solving skills; must be detail-oriented and able to work effectively with personnel within and outside the department.
- Ability to work independently and as part of a team to set and coordinate priorities and manage multiple projects to meet internal and external competing deadlines; ability to work under pressure. Flexibility to meet changing needs and priorities.
- Excellent computer skills and facility with MS Office including Microsoft Word and Excel and Google's suite. Ability to learn new software programs as required.
- Passion for the performing arts.
- Ability to work nights and weekends as required.
- Ability to successfully pass a background check.

### Preferred Qualifications

- 2 years of experience with Tessitura, gift acknowledgement and reporting. Campus Alumni and Donor System (CADS) experience are also very helpful.
- Experience with Adobe Design suite.

Pay rate of \$36.23 (\$75,648) to \$39.91 (\$83,332) non-exempt

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Employee's Signature

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Date