



Single Parent Scholarship Fund of NWA Senior Director of Philanthropic Strategy Position Description

Exempt:	Yes
Department:	Philanthropy
Reports To:	Chief Philanthropy Officer
Location:	Home Office
Date Revised:	March 5, 2024

GENERAL DESCRIPTION OF POSITION

The Senior Director of Philanthropic Strategy is pivotal in planning, executing, and overseeing fundraising initiatives to secure financial support for the organization's capital projects or major initiatives. This position requires strategic thinking, strong communication skills, and a proven track record in successful fundraising. The Senior Director of Philanthropic Strategy reports to the Chief Philanthropy Officer and will work closely and collaboratively with the philanthropy team, President and Chief Executive Officer, board members and external stakeholders.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Campaign Strategy and Planning:

- Develop and implement comprehensive capital campaign strategies to achieve fundraising goals.
- Collaborate with the Chief Philanthropy Officer to align campaign objectives with organizational priorities.
- Create and maintain a detailed campaign timeline and budget.

2. Donor Engagement and Cultivation:

- Identify and cultivate relationships with potential major donors, foundations, and corporate partners.
- Develop personalized cultivation and solicitation strategies for key prospects.
- Conduct prospect research to identify new funding opportunities, utilizing iWave and other research sources.

3. Fundraising Execution:

- Direct and oversee all aspects of the capital campaign, including individual giving, major gifts, grants, and corporate donations.
- Coordinate campaign fundraising events and activities to engage donors and raise awareness.
- Collaborate with the Public Relations and Diversity Director to create campaign materials and ensure consistent messaging.

4. Board and Volunteer Engagement:

- Work closely with the board, campaign committee, and volunteers to leverage their networks and support in fundraising efforts.
- Provide training and resources to volunteers to enhance their fundraising effectiveness.
- Coordinate and lead campaign committee meetings to ensure the engagement of campaign volunteers and other key stakeholders.

5. Campaign Reporting and Analysis:

- Utilize DonorPerfect for tracking campaign progress and donor interactions.
- Provide regular updates to the Chief Philanthropy Officer on fundraising performance.
- Develop and maintain a monthly income projection model.
- Conduct post-campaign analysis to evaluate success and identify areas for improvement.

6. Stewardship and Recognition:

- Implement stewardship strategies to acknowledge and recognize donors at various giving levels.
- Coordinate with Philanthropy Manager for timely pledge reminders (i.e., monthly, quarterly, annually, etc.)
- Ensure timely and personalized acknowledgment of donations.
- Develop and maintain relationships with donors beyond the campaign period.

7. Perform any other related duties as required or assigned.

QUALIFICATIONS

- Bachelor's degree in a related field; master's degree is a plus.
- Proven experience in capital campaign fundraising and major gift solicitation.
- Strong understanding of fundraising principles and best practices.
- Excellent communication, presentation, and interpersonal skills.
- Ability to work collaboratively with diverse stakeholders.
- Experience with donor management and CRM software.

TIME COMMITMENT

This is a full-time position with the flexibility required to attend occasional evening or weekend events.

Note: The above job description is a general outline of the responsibilities and qualifications for the Senior Director of Philanthropic Strategy role and may be subject to change based on the organization's specific needs. Additionally, this is a full-time salary position offered on a minimum 12-month contract with the opportunity for a permanent extension.

EDUCATION AND EXPERIENCE

Broad knowledge of such fields as accounting, marketing, business administration, finance, etc. Equivalent to a four-year college degree, plus 4 years related experience and/or training, and 3 years related management experience, or equivalent combination of education and experience.

COMMUNICATION SKILLS

Ability to write reports, business correspondence, and policy/procedure manuals; Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts such as fractions, ratios, and proportions to practical situations.

CRITICAL THINKING SKILLS

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS

Not indicated.

PREFERRED CERTIFICATES, LICENSES, REGISTRATIONS

Not indicated.

SOFTWARE SKILLS REQUIRED

Intermediate: Contact Management, Presentation/PowerPoint, Word Processing/Typing

Basic: Accounting, Database, Spreadsheet

INITIATIVE AND INGENUITY**SUPERVISION RECEIVED**

Under direction where a definite objective is set up and the employee plans and arranges own work, referring only unusual cases to supervisor.

PLANNING

Considerable responsibility for general assignments in planning time, method, manner, and/or sequence of performance of own work, in addition to the work operations of a group of employees, all performing the same type of work.

DECISION MAKING

Performs work operations that permit frequent opportunities for decision-making of minor importance and also frequent opportunities for decision-making of major importance, either of which would affect the work operations of small organizational components and the organization's clientele.

MENTAL DEMAND

Intense mental demand. Operations requiring sustained directed thinking to analyze, solve, or plan highly variable, administrative, professional, or technical tasks involving complex problems or mechanisms.

ANALYTICAL ABILITY / PROBLEM SOLVING

Oversight. Activities covered by expansive policies and objectives, and oversight as to execution and review. High order of analytical, interpretative, and constructive thinking in various situations covering the organization's multiple areas.

RESPONSIBILITY FOR WORK OF OTHERS

Responsibility for work of others: Not indicated.

RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT

Occasionally responsible for the organization's property where carelessness, error, or misappropriation would

result in moderate damage or moderate monetary loss to the organization. The total value for the above would range from \$150,000 to \$1,000,000.

ACCURACY

Probable errors would normally not be detected in succeeding operations and may have serious effects in relationships with patrons and/or with the operations of other segments of the organization. Frequent possibilities of error would exist at all times, since the above-mentioned areas are inherent in the job.

ACCOUNTABILITY

FREEDOM TO ACT

Moderately directed. Freedom to act is given by upper-level management guided by general policies and objectives that are reviewed by top management.

ANNUAL MONETARY IMPACT

The amount of annual dollars generated based on the job's essential duties / responsibilities. Examples would include direct dollar generation, departmental budget, proper handling of organization funds, expense control, savings from new techniques or reduction in manpower.

Job creates a monetary impact for the organization from \$100,000 to \$7,000,000

IMPACT ON END RESULTS

Moderate impact. Job has a definite impact on the organization's end results. Participates with others in taking action for a department and/or total organization.

PUBLIC CONTACT

Extensive contacts with various diversified sectors of the public environment; wherein, the contacts are of major importance and failure to exercise proper judgment can lead to substantial losses to the organization.

EMPLOYEE CONTACT

Contacts with other departments or offices and frequently with individuals in middle level positions; consulting on problems which necessitate judgment and tact in presentation to obtain cooperation or approval of action to be taken. Also, important contacts with associates as required in advanced supervisory jobs, plus frequent contact with senior level internal officials.

USE OF MACHINES, EQUIPMENT AND/OR COMPUTERS

Regular use of complex machines and equipment (desktop/laptop computer and software, and equipment, driver's license etc.)

WORKING CONDITIONS

Somewhat disagreeable working conditions. Continuously exposed to one or two elements such as noise, intermittent standing, walking; and pushing, carrying, or lifting. May involve some travel and/or work is at times, in the evening or during the night hours.

ENVIRONMENTAL CONDITIONS

The following work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the functions of this job, the employee is occasionally exposed to outdoor weather conditions. The noise level in the work environment is usually moderate.

PHYSICAL ACTIVITIES

The following physical activities described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions and expectations.

High to medium diversity, highly physical. Work activities which allow for a significant amount of diversity in the performance of tasks which are not as varied as those positions with high-level diversity and decision-making.

While performing the functions of this job, the employee is regularly required to talk or hear; frequently required to stand, walk, sit, use hands to finger, handle, or feel; and occasionally required to reach with hands and arms, climb or balance. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision; distance vision; and color vision.

ADDITIONAL INFORMATION

Not indicated.

STATEMENT OF UNDERSTANDING

I understand that the above position description is a summary of the role responsibilities and duties, and I will be evaluated annually by the President & CEO based on the responsibilities and duties as outlined in this document.

Employee Signature

Date

President & CEO Signature

Date