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# Job Description

**Development Officer (Major Gifts)**

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| ***Position Title:*** | Development Officer (Major Gifts) |
| ***Department:*** | Development |
| ***Reports To:*** | Vice President of Advancement |
| ***Location:*** | Audubon Zoo |
| ***FLSA Status:*** | Exempt |
| ***Date Revised:*** | June 4, 2018 |

***General Summary:*** As an experienced fundraiser, the Development Officer (Major Gifts) is responsible for managing and growing relationships with approximately 150 donors and prospects determined to have the ability to make commitments of $50,000+ in support of Audubon Nature Institute, with a primary focus on private, individual giving to Audubon’s capital campaigns. The Development Officer (Major Gifts) is charged with developing and implementing strategies for securing and growing financial support from donors and prospects, to include qualifying, cultivating, soliciting, and stewarding gifts.

The Development Officer (Major Gifts) works independently and is an external-facing position focused on donor and prospect relationships. The position is a leader on Audubon’s fundraising team, however does not have responsibilities in the day-to-day tasks and operations of the department.

The success of this position is measured by number of calls made, proposals/requests presented, and gifts closed. The Development Officer (Major Gifts) is an ambassador of Audubon Nature Institute, consistently displaying excellent interpersonal skills and constantly working to connect prospects and donors to the mission and goals of the organization.

***To deliver on the Audubon mission, the Development Officer (Major Gifts) will:***

**Operate a financially self-sufficient collection of museums and parks.**

* Demonstrate the ability to articulate the mission, vision, and needs of Audubon Nature Institute through verbal, written, and electronic communications
* At the direction of the Vice President of Advancement and Director of Corporate and Foundation Giving, assume relationship management with approximately 75 current and past Audubon major gift donors
* Using Audubon’s donor database, use prospecting tools to develop a robust portfolio of approximately 75 new major gift prospects with capacity to give $10,000 or more each year through multi-year pledges of $50,000 and greater
* For both current/past donors and prospects identified, utilize moves management strategies for solicitation and stewardship, tracking all activity in Audubon’s Raiser’s Edge database
* When deemed appropriate by the Vice President of Advancement, work collaboratively with and in support of executive leadership, volunteers, and Audubon’s board members to cultivate and solicit donors for Audubon’s capital priorities
* Identify funding opportunities as a best fit for prospects based on Audubon’s fundraising priorities as determined and set-forth by executive leadership
* Work independently and be self-motivated in initiating contact with potential donors through direct, face-to-face meetings and solicitation
* Spend 75% of time in direct engagement (or preparing for direct engagement) with donors and prospects
* Make numerous decisions on cultivation time, committed vs. expected gift response, determine who needs to be involved in the relationship with the donor/prospect, and decide the most effective and productive strategy
* Demonstrate understanding of and adherence to the Association of Fundraising Professionals Code of Ethics and the Donor Bill of Rights

**Enhance the care and survival of wildlife through research and conservation**

* Perform ongoing research to identify individual prospects to expand and diversify Audubon’s private donor base
* Execute major gift materials, including gift agreements and cultivation and stewardship communications
* Using proposal templates and boilerplate language, create customized proposal materials, working with the Director of Development Communications, Director of Corporate and Foundation Giving, and other Audubon colleagues when appropriate
* Maintain accurate donor records and ensure purposeful prospect and donor relations, utilizing Audubon’s Raiser’s Edge database to ensure prospect and proposal data is properly recorded, coded, and tracked
* Partner with Audubon colleagues to ensure that Audubon can realistically meet the recognition and benefits offered to donors and that donors are kept well-informed of capital project progress and target completion timelines
* Contribute to a professional, positive team environment with the overarching goal of producing sufficient funds for operations, special projects, and capital projects

**Provide a guest experience of outstanding quality**

* Work in close collaboration with colleagues responsible for event production, offering creative sponsor benefits to donors and prospects
* Ensure that Audubon fulfills the terms of gift agreements and provides high quality stewardship of funders by providing reports, updates, and photographs
* Participate in executing meaningful cultivation and stewardship events to connect donors to Audubon’s overall mission
* Provide outstanding “behind the scenes” experiences for donors and prospects through tours, animal encounters and introduction to Audubon’s program professionals
* Develop positive working relationships across Audubon departments to gain working knowledge of events, programs, and projects

The above listed duties are general statements of required major duties and responsibilities performed on a regular and continuous basis. They do not exclude other duties as assigned.

***To deliver on the Audubon service promise, the Development Officer (Major Gifts) will:***

**Welcome**

* Make eye contact with every customer encounter, smile at every person, offer friendly phrases and greetings.
* Wear identification badge.
* Walk individual to destination instead of pointing; offer assistance to people who look confused.
* Assume ownership of potential safety hazards (wipe-up spill, pick up trash). Always have the camera-ready look.

**Share**

* Maintain positive attitude, pleasant tone of voice (remember it is not what you say, but how you say it).
* Coach coworkers on service expectations.
* Utilize the power of teamwork to give excellent service.
* Know when to involve management.

**Inspire**

* Know the answers to questions or seek out the answers.
* Utilize proper phone etiquette (answer phone within three rings, smile before answering call, ask for permission and wait for response before placing caller on hold).
* Ensure work area is free of food, drink, socialization, and personal business.
* Follow Dress Code Policy on clothing and grooming.
* Keep unpleasant concerns behind closed doors (vent backstage).

***Supervision:*** This position does not supervise any employees.

***Experience:***

* Five or more years of successful experience in individual major gift fundraising as a professional fundraiser at a nonprofit organization, and in cultivating and soliciting prospects capable of five and six-figure gifts
* Must be a highly energetic professional with a track record of building donor relationships and closing gifts in the specified range. Must have demonstrated gifts at $25,000+ level.
* Ability to understand the needs and interests of donors to develop strong relationships between them and Audubon Nature Institute
* Successful experience in making cold calls as well as developing cultivation and solicitation strategies
* Strong public speaking ability; superb written and verbal communication skills
* Knowledge and understanding of the principles of fundraising – able to participate in all aspects of the gift cycle: (1) to initiate contacts with potential donors; (2) to develop appropriate cultivation strategies for them; (3) to move potential donors in an appropriate and timely fashion toward solicitation and closure; (4) to make solicitations when appropriate; (5) to maintain stewardship contacts with donors
* Adhere to the highest ethical standards; demonstrate empathetic disposition, and perseverance; reflect optimistic and positive attitude, and convey sensitivity to needs of the donors

***Education:*** Bachelor’s Degree required; documented work toward CFRE certification a plus

***Licensure/Certification:*** Valid driver’s license

***Software Requirements:***

1. Expert knowledge of Microsoft products, including advanced functions of Word, Excel, Outlook, and Power Point
2. Proficient in use of Adobe Acrobat
3. Knowledge of Blackbaud’s Raiser’s Edge database software

***Machinery/Tools/Equipment Requirements:***

1. Must have the ability to use mobile devices, computer, scanner, telephone, and copy machine.
2. Ability to drive a golf cart.

***Physical Requirements:***

1. Sedentary Work: exerting up to 30 pounds of force occasionally, or a negligible amount of force frequently to lift, carry, push, pull, or otherwise move objects, including the human body. May involve sitting most of the time, but may involve walking or standing for brief periods of time.
2. Sitting or standing, bending, stooping, and the ability to carry items weighing up to 30 pounds.
3. Constant adequate range of motion and mobility required.
4. Regular near acuity with clarity of vision at 20 inches or less required.
5. Typical ability to collect and analyze numerical and written data and verbal information to reach logical conclusions and ability to determine the time, place and sequence of operations or actions required.
6. Regular talking and the ability to express and exchange ideas by means of language expected.
7. Regular hearing and the ability to perceive the nature of sounds.
8. Constant ability to read, record, or type data quickly and accurately required.

***Environmental/Working Conditions:***

1. Willingness and ability to work after-hours and weekends when necessary
2. Ability to work under and handle stress in an appropriate manner required.
3. May be exposed to high, medium, or low noise intensity.
4. Constant contact with co-workers required.
5. Affinity for animals preferred.
6. Exposure to fluctuations in temperatures may be required.
7. Exposure to outdoor conditions may be required.

***Other abilities, skills, knowledge:***

1. Excellent oral, written, and interpersonal skills required
2. Problem-solving, research, and analytical skills
3. Solid relationship-building skills, able to interact with all levels of constituents including donors, board, community leaders, and staff
4. Able to initiate, analyze, monitor, evaluate, and advance strategic advancement plans
5. Able to articulate the case for support so that individuals "buy in" to the vision/mission/goals and with sufficient effectiveness to secure gifts at assigned donor giving levels
6. Must have a driver's license; weekend and evening work will be required
7. Personal belief in mission, goals, and objectives of Audubon Nature Institute
8. Self-motivated and self-starting
9. Passionate and committed to going out and securing financial support for Audubon
10. Optimism and positive attitude