



**Job Title:** Director, Major Gifts  
**Reports To:** Chief Executive Officer  
**Classification:** Exempt  
**Supervisory Responsibilities:** Development Operations Manager and Marketing and Communications Coordinator  
**Date:** 06/06/22

**Our Mission: Grace Place puts faith into action, providing pathways out of poverty by educating children and families.**

### **Summary/Objective:**

Working with the Chief Executive Officer (CEO) as a part of the Development team, the Director, Major Gifts will be responsible for the strategic execution and management of comprehensive major gifts, planned giving, and endowment programs. Additionally, the director is responsible for identifying strategic opportunities, developing, and implementing initiatives to identify, cultivate, solicit, steward, and retain high-net worth donors and planned giving prospects to ensure a strong base of perpetual financial support for Grace Place. This person is responsible for gifts of \$10,000 and above. The director will be responsible for building the multi-year gift strategy for major gifts, planned giving and endowment programs and executing this strategy through cultivating relationships with major philanthropic individuals, organizations, foundations, and corporations. This person will also be responsible for researching new prospects and data analysis.

Reporting to the director will be the Marketing and Communications Coordinator. Together, they are charged with all internal/external communications and materials, public relations, and website/social media presence for fundraising, recruitment, and outreach to promote Grace Place and its mission consistently, dynamically, and strategically.

Also reporting to the director is the Development Operations Manager. Together, they are shared with the donor stewardship plan database and confidential gift and grant records.

### **Essential Fundraising Duties and Responsibilities:**

- Responsible for driving the development and execution of a comprehensive fundraising strategy and tactical plan for the Grace Place Major Gifts, Planned Giving and Endowment needs.
- Responsible for the development and communication of the case for support for major gifts, campaigns and multi-year giving.
- Responsible for the continued acquisition, retention, and development of the major donor pipeline.
- Responsible for the development and execution of a comprehensive donor stewardship and acknowledgement program for all donors, to include cultivation, stewardship, and recognition events.
- Responsible for accurately maintaining the donor data base and all donor files with oversight of accurate gift entry and monthly reconciliation.

### **Essential Marketing and Communications Duties and Responsibilities**

- Responsible for the development and execution of a comprehensive marketing and communications plan, e-marketing, web initiatives, social media, and print and television media, with a goal of identifying major donor prospects, as well as increased awareness of Grace Place within the Naples philanthropic community.
- Responsible for the successful management of department wide expense budget.
- Responsible for all development reporting to the CEO and Board of Directors.
- Works with Board Members to identify, cultivate and solicit prospective donors and corporate sponsors; coordinates and facilitates the Board's involvement in meeting fund raising goals.
- Work with the CEO to develop a clear and imaginative strategy for online communication and solicitation.
- In collaboration with the Marketing Coordinator, implement a partner that maximizes the use of social media and internet solicitation to dramatically increase Grace Place presence on the web as it relates to online giving.
- Manage all media contacts.
- In collaboration with the CEO assist in the planning, implementation, and execution of Grace Place cultivation events.
- Analyze effectiveness and progress of major gifts results and adapt future messaging and appeals accordingly to meet yearly goals and objectives.
- Manage donor stewardship and benefits implementation for the major gifts including writing donor acknowledgement letters, correspondence, and recognition program.
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- Develop ideas and opportunities for feature articles, interviews, presentations, and other public relations activities that promote awareness of the organization and its services.
- Manage public relations campaigns (includes producing and following quarterly schedule and incorporating all timely media pitches that will arise).
- Develop, manage and produce all organizational communication materials, including, e-communication campaign, newsletters, annual reports, brochures, leaflets, press releases, program flyers and development and event collaterals.
- Develop and update organization's messaging (including umbrella statement for press releases, elevator pitch for board members and case statement).
- Responsible for building, enhancing, maintaining and updating website content to serve needs of multiple constituencies, including donors, clients, community partners and grantors, etc.
- Write new website content, and coordinate production of graphics and other web elements.
- Manage social media properties and create content strategy for organization on Facebook, Twitter, LinkedIn, and custom social networks.
- Responsible for the development and ongoing oversight of the organization's annual communications plan.

### **Essential Department and Campus Governance**

- Expected to provide effective organizational leadership as part of the Senior Leadership Team.
- Project a positive and professional image at all times within the community. Performs any other duties or responsibilities as requested
- This is not a remote position as the ability to work and collaborate in person with colleagues is an essential part of the job.

## **Qualifications:**

### **Education:**

- Bachelor's degree

### **Experience:**

- Minimum five years of progressive fundraising, personal solicitation, planned giving experience.
- Functional expertise in the use of Microsoft Word, Excel and Raiser's Edge (or similar fundraising database).
- Knowledge of InDesign, Photoshop, website management, WordPress, social media marketing

### **Knowledge, Skills, and Abilities:**

- Excellent verbal and written communication skills and organizational skills.
- Will have access to and use of confidential information pertaining to donors, supporters, volunteers, and constituents and must have a good sense of diplomacy.
- Highly organized, detail-oriented, and can work independently, competently, and efficiently in a multi-task environment.
- Maintain membership and participate in professional activities of appropriate local, state, and national organizations.
- Professional, confidential, honest, and reliable person. Must have an even disposition with a poised confidence and can deal effectively and politely with people from different backgrounds, experience levels and in all types of situations.
- Must have the capability to evaluate problems accurately and display good judgment.
- Must have strong persuasive writing skills and knowledge of grant writing techniques. Ability to read, comprehend and interpret complex grant applications.
- Commitment to the mission and core values of the organization.

**Disclaimer:** This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.