

FUNCTION OF THE UNIT

Founded in 1960 and licensed by San Diego State University, KPBS serves the local communities with trusted news and programs that inspire, respect and educate our audience. KPBS will deliver this content via multiple outlets, including television, radio, and digital media, and will adapt and remain relevant in a rapidly changing world. KPBS values integrity, truth, transparency and lifelong learning. We strive to engage our citizens and showcase the unique neighborhoods and people that make our community thrive. KPBS reaches more than one million people a week, has more than 55,000 members and is funded by philanthropic and community support. Our current operating budget is \$27 million, and we operate with 130 FT staff and up to 50 PT staff from SDSU.

The Development Department at KPBS is a high functioning, enthusiastic and innovative team. Its function is to manage and increase all aspects of campaign gifts, major gifts, planned gifts, endowment gifts, and annual membership of the Producers Club to the Station. Additionally, the Development Department plays a key role in raising awareness of its programming and activities throughout the community, while building relationships and loyalty with its constituents.

PURPOSE OF THE POSITION

This is an outstanding opportunity to advance the mission of one of the most successful public media organizations in the United States.

This newly created position will play a leadership role as KPBS embarks on several campaigns that will lay the foundation for the organization's future success. The campaigns will focus on capital improvements related to facilities and technology, endowment and sustainability, estate and planned gifts.

The position will report to the Associate General Manager for Development and Grants and work closely with the General Manager as an innovative and progressive leader in public media. The ideal candidate for this position will be a highly motivated, experienced and strategic fundraising professional with campaign experience.

The Director of Major and Strategic Gifts will be involved in all aspects of major gift fundraising for the Station. Primary responsibilities include raising major funds for the capital campaign and annual support. The Director of Major and Strategic Gifts will identify, qualify, cultivate, solicit, and steward a portfolio of major gift donors and new prospects. The position will share in the financial goals of the Major Gifts team and will mentor, coach and ultimately supervise some major gifts staff.

SPECIFIC DUTIES

The following information is intended to be representative of the work performed by incumbents in this position and is not all-inclusive. The omission of a specific duty or responsibility will not preclude it from the position if the work is similar, related, or a logical extension of position responsibilities. Job descriptions may be changed at any time based on the needs of the department.

- Serve as front line fundraiser and develop a portfolio of 100+ individuals and foundations for campaign, annual and multi-year leadership gifts; initiating and stewarding key funding relationships; and serving as resident “expert” and first point of contact for those donors.
- Strong emphasis on in-person meetings and cultivation events.
- Responsible for soliciting high level major donor prospects to reach individual, campaign and annual goals.
- Increase the number of upper-level donors and upgrade existing donors to major donors who are in the Producers Club and general membership.
- Write high level gift proposals, reports, and correspondence for prospective donors, including stewardship communications, renewal letters, and other donor communications.
- Follow up to insure that gifts received are appropriately recognized and meet requirements.
- Plan, schedule and execute one-to-one meetings, station tours, and small salon events.
- Work with various departments and staff to develop on-air donor recognition spots for radio, TV or the web.
- Manage and supervise development staff for major gifts.
- Participate in the establishment of Development policies, procedures, plans, goals and budgets.
- Establish strong relationships and lines of communication with KPBS staff from Membership, On-Air Pledge, Development, Grants, News and Programming, Communications, working together to create accurate and informative messaging, in order to increase donor awareness of key initiatives.
- Assist with the execution of additional cultivation and stewardship events and activities that serve to advance donor engagement and deepen investment in the station’s work.
- Represent the station at major social events that KPBS co-sponsors.
- Perform other special projects as assigned by the General Manager, and Associate General Manager for Development and Grants.
- Travel, evening and weekend hours will be required.

QUALIFICATIONS AND SPECIAL SKILLS

Knowledge and Abilities

- 7-10 years’ experience as a highly motivated and strategic major gift fundraiser.
- Demonstrated experience raising leadership gifts for a capital campaign and other special projects.
- Experience establishing a robust prospect pipeline.
- Successful track record of meeting and exceeding multimillion dollar department goals.
- Experience cultivating and bringing in planned or deferred gifts.
- Direct and respectful communication style; personable, diplomatic and articulate.
- Demonstrated experience and confidence in asking people to contribute time and money.
- Ability to communicate complex issues or needs to a broad audience.
- Prior experience leading and managing staff, team or department.
- Experience creating and implementing fundraising strategic plans and marketing plans.
- Shares a commitment to public media.
- Strong skills in using donor fundraising database systems.
- Excels at building relationships inside and outside of organization.
- Ability to organize and coordinate groups of volunteers.
- Superior knowledge of major giving and expertise in writing major gift and/or grant solicitations.
- Ability to maintain a high level of poise and professionalism in all circumstances.
- Excellent organizational time management, planning and multi-tasking skills, with ability to reprioritize to achieve tight deadlines and work under time constraints.

- Strong analytical skills; ability to make complex decisions and problem solve.
- Ability to work well as a member of a team, has a positive attitude, and is able to coordinate activities on behalf of the group.
- Ability to work evenings and weekends as required for donor events.

Experience and Education

- Bachelor’s degree required.
- Non-profit fundraising experience required with an annual budget in excess of \$10 million.
- Computer literacy and proficiency in donor databases, such as Raisers Edge, Microsoft Office programs including Word, Excel and PowerPoint, Microsoft Outlook, Gmail, Internet Explorer, and Social Media.

PREFERRED QUALIFICATIONS AND SPECIAL SKILLS

- Applicable certificates or advanced degree in a related field.
- Thorough knowledge of, and top level contacts with, major sources of funding including government, foundations, corporations and individuals.
- Familiarity and experience with the local San Diego philanthropic community.
- A thorough understanding of legal and tax issues involved in not-for-profit giving, including corporate and deferred contributions.
- Experience organizing and leading a successful capital campaign.
- Knowledge of Public Broadcasting.

ACTIVITY REPORT

PHYSICAL EFFORT

Number of hours per day

	N/A	1-2	3-4	5-6	7+
Sitting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bending Over	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crawling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climbing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reaching Overhead	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crouching	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kneeling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balancing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushing or Pulling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifting or Carrying:					
10 lbs or less	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 to 25 lbs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26 to 50 lbs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
51 to 75 lbs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
76 to 100 lbs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Over 100 lbs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Repetitive Use of Hands/Arms	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Repetitive Use of Legs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eye/Hand Coordination	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Driving Cars, Trucks, Forklifts, and other Equipment
 Being around Scientific Equipment and Machinery
 Walking on Uneven Ground

Yes	No
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>

MENTAL EFFORT

	N/A	Number of hours per day			
		1-2	3-4	5-6	7+
Directing Others	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using Math/Calculations	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Working at Various Tempos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Concentrating Amid Distractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Remembering Names	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Remembering Details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Making Decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Working Rapidly	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Examining/Observing Details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Discriminating Colors	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ENVIRONMENTAL FACTORS

	N/A	Number of hours per day			
		1-2	3-4	5-6	7+
Inside	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Outside	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Humid	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High Places	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Dry	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wet	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Change of Temperature	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dirty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dusty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Odors	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noisy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working with Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working Around Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working Alone	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

My signature is an acknowledgment of reading and receiving a copy of this position description. Nothing in this position description is intended to effect or interfere with SDSU Research Foundation's At Will Employment Policy.

Employee Printed Name & Signature

Date

Signature below indicates position description is an accurate and correct statement of duties and responsibilities assigned to position

Supervisor Printed Name & Signature

Date