

GORDON COLLEGE *Position Description*

Title: Philanthropic Advisor, Major and Planned Gifts

Function: Under the direction of the Associate Vice President for Advancement, leads the planned giving function and manages a regional donor portfolio. Responsible for substantially increasing the number and financial commitment of major donors and planned gifts to the College. Designs, implementations and manages of a program of activities to generate philanthropic support for the College. Primary emphasis will be on the identification, cultivation, solicitation/closure and stewardship of major donors and planned giving prospects.

Description of Duties and Tasks:

Essential Responsibilities:

1. Responsible for the cultivation, solicitation and stewardship of a regional portfolio of 75-100 assigned individual donors. Initiates and maintains regular personal contact with these individuals and works to achieve agreed-upon objectives for each prospect. This responsibility involves establishing and strengthening relationships with assigned donors and may involve the organization and facilitation of one or more donor cultivation events.
2. Travels within assigned region to conduct face-to-face visits, approximately 4-5 visits per month (60 per year). Provides written contact reports on all visits and substantive phone contacts.
3. Raise \$1,000,000 annually within 2 years.
4. Works effectively with the development staff, administration, other campus departments in the cultivation and solicitation of donor prospects.
5. Works effectively with others on the Development staff by sharing leads in a positive and constructive manner.
6. Sends thank-you letters or other correspondence to all assigned donors in a timely manner.
7. Meets all quantitative fundraising goals and expectations as committed to the College.
8. Participates in special events hosted around campus as necessary, proactively utilizes such occasions to cultivate donors and prospects.
9. Maintains knowledge of deferred gift vehicles and other gift arrangements that benefit both prospective donors and the college.

10. Ongoing training for major gift team in meaningful conversations with gift prospects about planned gift opportunities.
11. Lead all marketing efforts to promote planned gifts to the College, including stewardship of the Clarendon Society.
12. Carries out additional duties as deemed necessary by the Associate Vice President for Advancement.

Required Knowledge, Skills and Abilities:

In order to fully perform the above functions, the incumbent must possess the following knowledge, skills and abilities, or demonstrated that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities.

1. Must profess faith in Jesus Christ as Lord; must accept Gordon's Statement of Faith; must practice Christian values in daily interactions with students, faculty, staff, and the public as outlined by Gordon's Statement of Life and Conduct; and must work to advance Gordon's mission through this position.
2. An aptitude for fundraising, a quality and skill that includes (but is not limited to) being a self-starter, highly organized, energetic, relational, articulate, professional, goal-oriented, positive attitude, and fully committed to devoting high energy and significant effort toward the fulfillment of all fundraising goals and objectives on a continuous, sustained basis.
3. Accomplished writing ability, including excellence in writing strategically, persuasively, clearly and with strong technical skills in the use of grammar and vocabulary.
4. Must demonstrate, on an ongoing basis, personal ownership of the institutional mission and priorities of Gordon College
5. Must be a team player, and be flexible in working with other development team members toward the accomplishment of fundraising goals and objectives.
6. Demonstrated success in fundraising, corporation/donor solicitation and cultivation. Ability to deal persuasively with current and prospective contacts.
7. Strong skills in administration, interpersonal communication and relationship building, time management and prioritizing.
8. Previous experience and leadership in planning and executing fundraising strategies.

9. Demonstrated success in planned giving development and up-to-date knowledge of planned giving vehicles, IRS regulations, trust and estate planning, and investment strategies.
10. Leads the Development Office efforts to raise planned gifts. This individual cultivates, solicits, and stewards donors with primary interests in planned giving, and includes solicitations for outright annual, major, and principal gifts as appropriate.
11. Works collaboratively with front line fundraising team and provides regular education and updates on planned giving topics.
12. Oversees planned giving marketing efforts (web based, email, and traditional mail) and coordinates with College Communications.

Position Code:

Grade:

FLSA Status: Exempt