

The Willows Community School

ASSOCIATE DIRECTOR OF DEVELOPMENT FOR ANNUAL GIVING AND MAJOR GIFTS

The Willows Community School in Culver City is a highly-regarded, progressive, 14-year-old independent school serving more than 400 students grades Developmental Kindergarten through 8th. For more information about The Willows, please visit our website: www.thewillows.org

POSITION DESCRIPTION: The Associate Director of Development for Annual Giving and Major Gifts is a new, full-time position, requiring some weekend and evening work. The Associate Director will be a member of a three-and-a-half person development team and will report to The Director of Development. S/he will have primary responsibility for leading and growing the School's Annual Giving and Major Gifts programs and will provide support to the Director of Development in all areas of development and institutional advancement, including strategic planning, donor relations, grant writing and capital and endowment campaigns. S/he will help to establish and implement a consistent community-wide communications plan, and will support the Development Office in all its fundraising and "friend-raising" goals.

The ideal candidate will have five-seven years of experience in fundraising with a proven track record of growing a comprehensive giving program.

Duties/Responsibilities:

1. Oversee Annual Giving Program

- Annual Fund duties include taking over primary responsibilities for strategizing and implementing the School's very successful Annual Giving Program, with an eye towards increasing gift amounts across all constituencies
- Specific responsibilities include creating a print- and electronic-based marketing and messaging plan for Annual Giving; coordinating 100+ campaign volunteers; creating and outputting all electronic and print solicitation materials; preparing and presenting phonathon materials; compiling and tracking participation, and creating financial progress reports
- The Associate Director will personally solicit major gifts within the framework of the Annual Giving Program,
- Develop segmented solicitation and thank you letters for all constituencies,
- Process all contributions in Blackbaud's Raiser's Edge database; assume primary responsibility for producing gift receipts and thank-you letters for all Annual Giving gifts, and,
- Reconcile weekly with the Business Office for all contributions

2. Donor Relations/Stewardship/Major Gifts

- Help conduct donor profiling and prospect research for the purpose of coding and rating; enter notations into database
- Develop, build, and retain positive relationships with the School's families, trustees, faculty and staff, grandparents, friends and community leaders

- Help identify, cultivate, solicit, and steward donors with an emphasis on major gift prospects in the Parent, Friend, Grandparent and Foundation constituent categories
- Expand the School's major gift program outside of Annual Giving; personally solicit and secure major gifts of five-figures and above
- Seek outside support, and help write grant proposals to foundations

3. Help implement a mission-based Communications Program

- Help create a brand-driven, print-based and e-communications program for the School's constituency
- Share responsibility (with Director of Development and Assistant Director of Alumni Relations and Special Events) for keeping community-wide website content fresh and timely
- Oversee and manage production of the Annual Report

4. Support the Director of Development in all areas, including, but not limited to:

- Sit on the Development Committee of the Board of Trustees
- Liaise with Executive Committee of Parent Association
- Assist in the planning and execution of any future capital or endowment campaigns

REQUIREMENTS:

- A proven track record growing a comprehensive giving program
- A demonstrated record of achievement in cultivating, closing, administration, and stewardship of major gifts
- Expertise in managing and motivating large groups of volunteers
- Superlative organizational, written, verbal and interpersonal skills
- The ideal candidate will be a highly energetic, dedicated, and sophisticated development professional with a minimum of five years of successful fundraising experience, preferably in the area of major gifts and/or annual fund
- Strong computer skills are essential, including expertise in MS Office; preference will be given to candidates with fluency in Raiser's Edge software and group email systems
- Experience in capital campaigns is a plus
- Impeccable ethics, discretion and the ability to maintain confidentiality

The ideal candidate will be a fast-paced team player who is self-directed and self-motivated, yet able to take direction and do whatever it takes to get the job done. S/he will be a big-picture, strategic thinker who works well with others, is flexible, highly detail oriented, able to multi-task easily, has impeccable follow-through on projects, and a good sense of humor.

BENEFITS:

- A competitive salary commensurate with experience
- Benefits package includes health, vision, dental, life insurance, employer contributions to a SEP-IRA account, and a 403 (b) plan
- Possible opportunities available within the organization for career advancement
- Becoming a team member of a dynamic and growing organization

Interested candidates should *email* résumé and cover letter, **including salary requirements**, to: sfagen@thewillows.org. The position will remain open until filled. No phone inquiries will be accepted.