

ALASKA PUBLIC MEDIA
3877 University Drive
Anchorage, Alaska 99508
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Job Title: Manager of Major and Legacy Giving

Department: Development

Reports To: Development Director

FLSA Status: Full-time. Exempt

Salary \$60,000 to \$65,000 based on experience and internal equity.

SUMMARY

The Manager of Major and Legacy Giving is responsible for overseeing major giving and legacy (planned) giving for Alaska Public Media (AKPM) including; research, acquisition, cultivation, solicitation and stewardship. This position is a valued member of the development team, best suited to someone self-driven and self-sufficient while able to work closely with others.

ESSENTIAL DUTIES and RESPONSIBILITIES

Responsible for major donors giving \$1k a year or more - managing appeals, thank you calls and letters, general communication, planning and coordination of events and acknowledgements on air. Weekly review and completion of major gift triggers from CRM. Monthly reconciliation of discrepancy report.

Stewardship of targeted 75 major donors in assigned portfolio - nurturing current relationships and cultivating new ones through increased communication and engagement including one-on-one meetings/visits.

Responsible for legacy giving program - managing planned gift solicitation and marketing, declarations of intent, stewardship, recognition and an annual legacy giving campaign.

Maintains accurate major and legacy donor records and tracks all moves and contacts through CRM database.

Represents AKPM at appropriate company and community functions.

Works closely with the Development team. Collaborates in moving current donors into the major giving category. Incorporates major giving components into events and campaigns facilitated by the larger Development team.

Participates in membership drive support and some on-air pitching.

Supports AKPM's multi-year comprehensive campaign through project management related assignments. Reports to Chief Development and Marketing Officer for this particular project.

Who succeeds in this role?

Our ideal candidate possesses the following characteristics:

- Ability to build long-standing, positive relationships with donors
- Must have a passion and appreciation for public media
- Believes in AKPM's mission and goals and has the ability to articulate them
- Superior communication skills, both oral and written, as well as excellent interpersonal skills
- Strong computer skills including MS Word and basic Excel use
- Strong attention to detail, accuracy and follow up
- Professionalism, maturity, and an ability to work with confidential information
- Possess exceptional time management and problem solving skills
- Demonstrated ability to prioritize work, manage multiple tasks and meet deadlines in a time-constrained environment
- Strong work ethic and customer service skills
- Ability to work effectively with all levels of administration and across teams
- Ability to work occasional nights and on rare occasion weekend days when the need arises

Requirements

Skill and ability to promote the benefits of investing in AKPM to individuals with the capacity to make a major gift. Ability to work with diverse constituencies. Must be a self-starter with strong project management skills. Must have demonstrated problem-solving and analytical ability. Excellent interpersonal and oral/written communications skills essential. All applicants must possess a valid driver's license and the ability to pass a DMV background check authorizing them to operate university vehicles.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand, walk, sit, and talk or hear. The employee is occasionally required to use hands to handle or feel; reach with hands and arms; and stoop, kneel, crouch. The employee must occasionally lift and / or move up to 25 pounds. Specific vision abilities required by this job include close vision and distance vision.

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Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently exposed to outside weather conditions. The employee is occasionally exposed to fumes or airborne particles. The noise level in the work environment is usually moderate. The environment includes significant contact with others, pressure to meet deadlines and deal with time constraints, frequent travel by automobile and occasional air travel, regular use of telephone and computer.

Note: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee nor does this job description restrict management's right to assign or reassign duties and responsibilities to this job at any time.