



## **POSITION DESCRIPTION**

### **Major Gifts Officer**

Reports to: VP of Development

Position Status: Exempt

Supervises: No One

Effective Date: 01/24/22

Collaborates with: Development and Accounting Staff

### **GENERAL SUMMARY**

The Major Gifts Officer is responsible for cultivating and managing relationships with major donors and major donor prospects (\$5,000+) as well as managing and growing the planned giving program, Heritage Society (currently at ~ 50 donors).

This includes personally soliciting and securing gifts as well as working strategically to facilitate asks with the Executive team and Foundation Board. This position will build on the success of event-based fundraising and help the organization take the major donor program to the next level.

### **DUTIES AND RESPONSIBILITIES**

1. In partnership with the VP of Development, design the major gifts program that you will then execute and build upon.
2. Develop, implement, and evaluate a comprehensive planned giving program, including print and electronic communication channels.
3. Create an active pipeline of major and planned gift prospects through identification, research and tracking of donor activity (moves management).
4. Personally manage a portfolio of current and prospective major and planned gift donors.
5. Maintain excellent donor relations through personal visits, tours of NKC facilities, phone calls, email and other correspondence, and other activities.
6. Regularly update major and planned gift prospect lists in consultation with the Vice President, President/CEO, NKC and Foundation Boards, senior management, physicians and other staff and volunteers.
7. Manage acceptance of major and planned gifts according to adopted policies and procedures, working with other development staff and NKC executive leadership.
8. Consult with professional advisors and legal counsel to complete gifts which meet donors' charitable giving objectives, support NKC's mission and meet all legal and regulatory requirements.

9. Prepare timely, accurate and complete gift proposals and illustrations, endowment, and other gift agreements.
10. Organize individual donor stewardship and recognition activities to cultivate and recognize major donors and planned gift donors.
11. Make presentations to NKC Foundation Board and NKC Board of Trustees about planned to give and endowment programs; prepare and present periodic status/progress reports to ensure Boards have up-to-date information as appropriate.
12. Keep abreast of philanthropic/fund development trends, best practices, and regulatory issues with potential to impact NKC's planned gift activities; advise interested parties and recommend new/revised policies, standards, and tactics as appropriate.
13. Travel locally to meet with donors and professional advisors in a variety of locations.
14. Perform other duties as required.

### **KNOWLEDGE, SKILLS AND ABILITIES REQUIREMENTS**

Demonstrated ability to solicit and secure gifts at the \$5,000+ level.

1. Knowledge of the principles, practices, and ethics of nonprofit fundraising, including identifying potential donors, developing cultivation strategies, and closing major and planned gifts.
2. Knowledge of major/planned giving tools, such as charitable gift annuities and charitable remainder trusts; knowledge of the applicability of tax laws that impact charitable giving, personal assets, and estates.
3. Knowledge of marketing practices and tools as applied to promotion of planned gifts.
4. Demonstrated leadership, planning and organization, presentation and facilitation skills.
5. Ability to communicate effectively, both orally and in writing, with donors, volunteers, employees, patients, physicians, allied professionals, and other agencies.
6. Ability to work with a collaborative development team.
7. Ability to work with accuracy and attention to detail; consistently meet deadlines: ability to accomplish goals using sound judgment and decision-making skills and creatively problem-solve issues.
8. Demonstrated knowledge of MS Office and Raisers Edge or similar fundraising software.
9. Experience with Stelter planned giving tools a plus.

### **JOB CONDITIONS**

1. Must be able to communicate effectively in English on the phone, in writing, and in person.

2. Must be able to use a computer keyboard, mouse, and pull-down windows in an efficient manner. Must be able to demonstrate use of appropriate software after training.
3. Must be able to keyboard quickly and accurately at a minimum speed of 40 words per minute.
4. Must be able to work independently and demonstrate initiative and problem-solving ability.

### **CUSTOMER SERVICE STANDARDS**

Staff is responsible for demonstrating good customer service and professionalism.

1. **CONSIDERATION:** Greet customers promptly; show courtesy; recognize customer's needs; respect privacy.
2. **CONCERN:** Listen to customers; express appreciation, be non-judgmental; take responsibility.
3. **CONFIDENCE:** Show a positive attitude; take personal initiative; inform; educate and reassure; provide prompt follow-up.
4. **CONDUCT:** Hold appropriate conversations; maintain a professional appearance; establish teamwork; show professional competency.

### **EDUCATION AND EXPERIENCE**

Bachelor's degree, preferably in marketing, communications, public relations, political science, journalism, or business administration. Five years of related work experience involving directing successful major/planned giving campaigns for healthcare, education, or other nonprofit cause. Evidence of ability to successfully cultivate, solicit and close significant major and planned gifts. Certified Fund-Raising Executive (CFRE) credential preferred. Ability to work independently and in a professional manner when representing NKC to the public. Strong writing skills, ability to communicate effectively both orally and in writing, and knowledge of fund development best practices preferred.

Licensure/Certification:

Current driver's license valid in the state of Washington, insurance, and vehicle for local travel.

**The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not to be considered as an exhaustive list of all job tasks performed by people so classified.**

## REVIEW AND APPROVAL



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Vice President of Development

01/24/22  
Date



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Vice President of Human Resources  
& Chief HR Officer

01/24/22  
Date