



WFAE 90.7 is a multi-media public media outlet and a trusted source of news and information for the Charlotte region. WFAE reaches over 200,000 listeners each week on air and more online at wfae.org and via podcasts. WFAE offers a broad range of award-winning national, international and regional news from National Public Radio (NPR), the BBC, Public Radio International, American Public Media and WFAE's newsroom. WFAE produces a daily signature talk show, "Charlotte Talks," hosted by radio veteran Mike Collins.

WFAE 90.7 is licensed to the University Radio Foundation, Inc. with additional frequencies in Hickory (90.3FM), Laurinburg (106.1FM) and Southern Pines (93.7FM). University Radio Foundation, Inc. is an independent, non-profit organization.

WFAE's Vision:

A more knowledgeable and engaged community grounded in our shared humanity.

WFAE's Mission:

Journalism that informs, enriches, and inspires.

For more information, please visit www.wfae.org.

POSITION DESCRIPTION—DIRECTOR OF DEVELOPMENT

WFAE is seeking to hire a dynamic leader to serve as Director of Development. The Director will lead key areas of fundraising: major gifts, midlevel donor program, foundation grants and planned giving. The Director of Development will report to the Chief Operating Officer and also work closely with the President/General Manager & board. S/he will lead, manage and inspire the four person development team.

WFAE's annual budget is approximately \$7MM—growing by more than \$2MM over the past three years through membership, underwriting and major gifts—with continued and steady growth anticipated. WFAE is invested in creating an engaged and dynamic development team to grow the organization from primarily two revenue streams, membership and underwriting, to an organization that sees fundraising as the major

component of overall revenues.

WFAE seeks a leader who has a strong track record of fundraising success including identification, cultivation, solicitation and ongoing stewardship of major donors. The successful candidate will have an entrepreneurial bent and be driven to get things done. S/he will be a self-starter who gets excited about taking the fundraising efforts to the next level. In addition, having capital campaign experience will be important as WFAE is exploring a campus relocation effort to better serve patrons, listeners and the entire community. Knowledge of the Charlotte market is preferred.

The successful candidate will have at least 10 years —perhaps considerably more —of progressively responsible fundraising experience within a mission-driven organization. The successful candidate will have extensive major gift experience and will have managed a team of development professionals. While work experience in public radio is not a requirement—having a passion for journalism, news, NPR and WFAE is mandatory.

Primary Responsibilities:

- Significantly grow contributed revenue from individuals and foundations;
- Manage and lead a four-person development team; inspire the team to grow revenues through sound fundraising strategies and accountability; A positive, upbeat and can-do attitude should be embedded in leadership skills;
- Create fundraising goals and metrics to be reached and measured on a quarterly, annual and multi-year basis; Hold development team members accountable for reaching their goals but also be available with support and help to remove roadblocks;
- Create a culture of philanthropy, fundraising accountability and success throughout the organization; create a culture that celebrates wins and fundraising success;
- Develop and execute a sound and comprehensive development plan to increase revenue;
- Maintain a portfolio of donors and prospects; work with gift officers to help them manage and move their portfolios to meaningful growth;
- Actively manage the President's weekly involvement in all fundraising activities; proactively and strategically utilize the President to open doors and help close gifts;
- Engage senior leaders and WFAE colleagues in donor discussions, when appropriate;
- Collaborate with senior leaders to seamlessly manage relationships that not only touch the development team but also the membership and corporate sponsorship teams;
- Ability to listen and understand what is best for the donor and WFAE and not fall victim to turf wars;

- Build strong relationships with Board members, volunteers and donors that will further advance WFAE's mission and fundraising goals;
- Support the President, COO and Board on implementation of strategic initiatives;
- Prepare oral and written communications for the President, Board and Volunteers as needed; prepare oral and written reports for the Board;
- Track, analyze and measure fundraising data; extrapolate growth and trends that would drive future growth;
- Stay abreast of professional development opportunities for staff and self; find ways to implement best practices throughout the organization and become engaged in public media industry groups;
- Develop, update and fine-tune policies and procedures as needed; the strategic ability to create new policies and procedures that will best serve WFAE;
- Represent WFAE in the community through presentations, community involvement and events when needed; representation could include speaking, attending or networking with the purpose to further build WFAE's base of support.

Candidate Qualifications:

- Successful experience developing, implementing and growing a comprehensive fundraising program that has produced significant results;
- Keen development and fundraising acumen; the successful candidate will have designed and implemented new fundraising initiatives and has a proven track record of success; someone who doesn't shy away from raising the dollars needed to achieve really big goals;
- Strong strategic visioning, planning and implementing skills; a problem-solver who can develop, allocate, and leverage limited staff, Board, member and financial resources;
- An appreciation for and comfort level with technology—specifically donor software and/or CRM systems;
- Strong people and project management skills; must be an innovator who can bring fresh ideas and strategies to institution-wide advancement initiatives including a capital campaign, major gifts, foundation relations and planned giving;
- An outstanding ability and proven track record to forge and enhance excellent relationships with donors, volunteers and co-workers to successfully achieve mutual goals;
- Likewise, the ability to play a key role in developing and enhancing relationships with major donors and planned giving activities; a quick study who can get to know Board members and key volunteers and find ways to further engage them in fundraising activities;
- Deftness at overseeing and directly participating in research for funding sources and trends that will position WFAE for development success; ability to oversee the

monitoring of donor information; experience creating and presenting fundraising reports; a bent for analyzing data and turning insights into successful fundraising strategies; comfort with data;

- Unwavering advocacy in building a connected, engaged and informed community—and the leadership role WFAE can play in bettering Charlotte;
- Excellent managerial credentials; will have attracted and developed quality employees; will be a team builder; a leader that people are excited to work for and with; will lead by example
- Must be a team-oriented contributor and manager with solid time management and organizational skills; A team-oriented style that is honest, direct, and decisive, as well as collegial; must be personally approachable
- Compelling leadership; an energetic community presence; the ability to build consensus and enthusiasm for the WFAE's mission and vision; excellent speaking, writing and listening skills;
- A hands-on, lead-by-example leader with an entrepreneurial spirit; has the bent for taking responsibility, moving ahead and encouraging others; must have the self-confidence, the integrity, the intellect, and the perseverance that inspires trust and confidence;
- Strong planning, organizing, prioritizing, delegating, and problem-solving skills; A disciplined approach; excellent work habits and work ethic; the ability to stay organized and on track
- Proven ability to work collaboratively within an organization; exceptional interpersonal skills that create credibility and trust; no drama, respect for all—leaders, peers and subordinates;
- High level of integrity and responsibility; commitment to the values of mutual respect, teamwork, diversity, and support of employees;
- Strong educational credentials; a four-year undergraduate degree is a must; an advanced degree and/or a CFRE designation is a plus.

This is a unique opportunity to strategically lead advancement for a highly-respected and well-loved institution. An attractive and competitive compensation package can be flexibly structured to meet the needs of the successful candidate.

If you know reliable sources or potential candidates...or if you have a personal interest in learning more, please email pzoder@sockwell.com or call 704.756.1620. All correspondence and discussions are completely confidential.