**GUILFORD COLLEGE**

**OFFICE OF ADVANCEMENT**

**Position Title: Major Gifts Officer Date: June 2017**

**Department: Advancement Reports to: Associate VP for Philanthropy**

**Basic Function:** Reporting to the Associate Vice President for Philanthropy and serving as a key member of the fundraising team, the Major Gifts Officer is responsible for identification, qualification, cultivation, solicitation and stewardship of benefactors capable of giving $25,000 or more to Guilford College.

**Essential Job Functions:** Under the general direction of the Associate Vice President for Philanthropy and the Vice President for Advancement, the Major Gifts Officer will serve as follows:

* Manages relationships with a portfolio of approximately 150 primary current and prospective benefactors and will be expected to identify, qualify, cultivate, solicit and steward these very important alumni and friends of Guilford College.
* Solicits gifts of $25,000 and higher from alumni and non-alumni benefactors, with a focus on outright gifts of cash and stocks as well as utilizing charitable gift planning vehicles when and if appropriate.
* Monitors all prospect contacts to ensure positive and purposeful prospect and donor relations.
* Recommends and assists with programming involving the vice president for advancement and associate vice president for philanthropy, as well as other administrators, faculty, and staff.
* Participates in all aspects of the gift cycle:
  + Initiates contacts with potential leadership and major gift donors.
  + Develops appropriate cultivation strategies for them, including working with volunteers.
  + Moves potential donors in an appropriate and timely fashion toward solicitation and closure.
  + Makes timely and appropriate solicitations.
  + Maintains stewardship contacts with donors.
* Focuses on securing support for a set of campus-wide priorities that include academic programs such as the sciences, arts, athletics, other programs, endowed chairs, scholarships, unrestricted support, facility renovations, new facilities, and campus improvements.
* Conveys sensitivity to needs, motivations, and interests of the donors to align and match with institutional priorities.
* Works collaboratively with advancement staff. Reflects optimistic and positive attitudes about the College and team.
* Adheres to the highest ethical standards; demonstrates empathetic disposition, and perseverance.
* Travels as needed and approved to meet with, cultivate, and solicit prospects.
* Offers prospect strategy counsel to the associate vice president for philanthropy and vice president for advancement.

**Knowledge, Skills and Abilities**

* Ability to keep matters highly confidential and demonstrate honesty, loyalty, and respect at all times.
* A proven professional with the ability to handle complex issues while furthering the goals of the institution.
* Understands the needs and interests of leadership and major gift donors in order to develop relationships between them and the college
* Interest in all aspects of education and a dedication to promoting the college’s fundraising priorities through developing excellent relationships with advancement leadership and colleagues, faculty, senior leaders, volunteers, and the advancement office team.
* Demonstrated ability to successfully manage relationships with people from diverse backgrounds and beliefs.
* Successful experience in making cold calls as well as developing cultivation and solicitation strategies.
* Skilled professional in migrating a relationship from start to a successful solicitation, closing of a gift, and stewarding the next steps.
* Knowledge of advancement profession, as well as fundraising principles and strategies.
* Demonstrated ability to effectively manage multiple tasks, relationships, and priorities.
* Ability to be a strategic and innovative thinker and effectively move projects/assignments to a productive outcome. Ability and interest in reporting on outcomes of work.
* A self-starter with strong organizational abilities, integrity and confidence.
* Superior oral and written communication, and interpersonal skills.
* A team player with the ability to work in a cooperative/dynamic campus environment (e.g. with administrators, staff, faculty, and students) and with the external community (e.g. with business leaders, benefactors and volunteers) environment.
* Work effectively in a highly consultative, diverse and inclusive environment.
* Advanced knowledge of Banner (and a CRM database), Microsoft software suite (especially Word, Excel and Powerpoint), Internet applications, Gmail, etc.

**Qualifications:**

* Bachelor’s Degree plus five to seven years successful experience in major gift fundraising or a combination of education and experience from which comparable skills are acquired.
* Masters preferred.
* Experience in higher education preferred.
* Knowledge and experience with charitable gift planning preferred.