

## Vermont Public Radio Job Description Manager of Special Giving

**Job Title:** Manager of Special Giving  
**Department:** Development  
**Reports To:** Vice President of Development and Marketing  
**FLSA Status:** Exempt  
**Prepared Date:** August 15, 2008  
**Revised DATE:** February 2, 2012  
**Approved By:**  
**Approved Date:**

### SUMMARY

Reporting to the Vice President of Development and Marketing, the Manager of Special Giving is responsible for identifying, cultivating, soliciting and stewarding donors who make gifts to a range of designated (restricted) opportunities and the annual giving program (unrestricted). In addition, the manager helps to plan and implement comprehensive, capital, and special fundraising campaigns as needed. This fundraising professional also coordinates the planned giving program, including management of the VPR Phillips Legacy Society.

### ESSENTIAL ROLES

1. Special and Capital Campaigns
2. Annual Major Giving (\$1,000+)
3. Planned Giving – VPR’s Phillips Legacy Society
4. Development and Fundraising

Essential Duties and Responsibilities	Minimum Requirements	Excellence in this Position
Helps plan and implement special campaign or fundraising projects. This could include endowment campaigns, capital campaigns, station acquisition campaigns, as well as smaller campaigns for special projects, etc.	Campaigns are well-organized and meet established goals in the appropriate timeline.	Campaigns are completed in such a manner that exemplifies best practices for campaigns and result in significant growth in the number of annual major donors.
Responsible for a personal portfolio of current and prospective major donors and an associated amount of unrestricted major donor revenue annually.	Manage donor relationships in a professional manner, ensuring incremental growth of major giving from donors in the portfolio.	Relationships flourish resulting in significant annual growth in major donor revenue consistently exceeding goals. Number of major donors in personal portfolio increases on an annual basis.
Identifies, solicits and stewards planned givers and manages the Phillips Legacy Society, VPR’s planned giving program.	Well-organized planned giving program that consistently meets incrementally increasing goals.	Phillips Legacy Society (PLS) a well known and highly effective planned giving program that consistently exceeds ambitious goals. VPR recognized regionally and nationally as standard-setting in planned giving fundraising.

Essential Duties and Responsibilities	Minimum Requirements	Excellence in this Position
Develops and executes cultivation plans for top donors, lapsed donors, and prospective prospects in portfolio.	Use tools and technology to help formulate strategies for stewardship, cultivation, and retention of major donors for a variety of fundraising outcomes.	Highly effective cultivation plans result in significant increase major giving revenue and in number of major donors at all levels.
Responsible for the consistent and effective use of Enterprise, including updating database with accurate coding and detailed notes regarding current and prospective donors, to serve as the electronic repository of institutional history of donor communications.	Donor accounts completely up-to-date in Enterprise. Use Enterprise to track all contacts with major donors along with any relevant personal information. Run selections for regular reporting on progress towards goals.	Comprehensive tracking documents quantifies participants in major and planned giving programs, instruments used and revenue generated annually and cumulatively for the history of the programs. Enterprise utilized innovatively and strategically to significantly increase major donor, planned giving, and capital revenue and the number of donors.
Participates in the planning, preparation and execution of major giving cultivation and recognition events.	Events are effectively used to cultivate, recognize and inform donors. Donors are excited to attend, feel welcomed, and know that their giving allows these special opportunities.	Events are used as opportunities to engage donors and prospects for targeted purposes. Board members and other volunteers are actively engaged in inviting new prospects and reticent donors. Follow-up plans are in place before the event, and acted upon in a timely manner.
Utilizes research tools to identify top current donors for major gift upgrades and top prospective major donors and planned givers.	Effective use of resources in identifying and researching top major and planned giving prospects. This information helps identify geographic groupings of donors for strategic and cost-effective travel.	Numerous significant major and planned gifts are secured as result of prospects identified and strategies developed from research using a variety of tools.
Enlists the involvement of members of VPR's staff, the President, the Board of Directors, and others as necessary to successfully steward and cultivate major donors.	Involves others as needed in major giving efforts.	Creates a broad sense of involvement and ownership of major giving efforts in the Board, staff and others. Creates confidence and enthusiasm for VPR's major giving efforts. Receives creative ideas from them regularly.
Represents VPR to the local and regional business/civic community. Maintain a working relationship with relevant regional associations.	Effectively represents VPR as needed at the regional and national level.	Develops and maintains an network of relationships in the local community and broader public radio system. May take a leadership position in local or regional organizations. Recognized as a leader in these organizations. Brings opportunities to VPR as a byproduct of these efforts.

<b>Essential Duties and Responsibilities</b>	<b>Minimum Requirements</b>	<b>Excellence in this Position</b>
Promotes a collegial and mutually respectful atmosphere within the major gifts team, the development department and the organization.	The Major Gifts team is seen as a resource for each other and the organization. Promote a general sense of working for the greater good of the organization.	Major gifts team a highly functional unit that consistently exceeds goals and is seen as a significant asset to the organization and highly regarded within the development community in the region and nationally.
Participates in ongoing professional development and community involvement for the benefit of VPR.	Participates in seminars and programs that develop major and planned giving skills. Serves on Boards and Committees providing visibility for VPR and the station's major and planned giving programs.	Ongoing professional development and community involvement is a priority. Developing expertise in major and planned giving and generating greater overall visibility for VPR will contribute to more givers and larger gifts.

**EXCELLENCE IN THIS POSITION** includes the following:

1. A high level of commitment and dedication to the mission of VPR and public radio. Personally volunteers support for public radio – either financially or in other ways.
2. A high level of energy. An obvious enthusiasm for the work of VPR. Outgoing, friendly with co-workers, and demonstrates an appropriate sense of humor.
3. Acting consistently with the highest standards of journalism, business ethics and personal integrity. Preserving confidentiality appropriately. Stewarding resources with prudence and accountability.
4. Serving as an excellent ambassador for VPR, both formally and informally. Helping listeners, potential listeners, and donors connect with VPR. Holding leadership positions in the community on boards, committees, and through general volunteer opportunities.
5. Facilitating excellent communications across departments, among employees, with the Board, with the public, with relevant national organizations, and with suppliers. Fostering open and candid relationships with VPR listeners and contributors. Managing conflict constructively.
6. Demonstrating a commitment to the continuous improvement of VPR's ability to fulfill its mission and vision. Demonstrating and encouraging creativity and enthusiasm for this work.
7. Effectively working to strengthen the public radio community. Being recognized by peers for knowledge of the craft, demonstrated expertise and success, and commitment to the cause. Holding positions in local and regional organizations involved with fundraising and/or public radio. Bringing increased opportunities to VPR as a byproduct of these efforts.
8. Working with the Vice President of Development and Marketing and the Manager of Major Giving as a highly productive Major Giving team. As necessary, works with the President and members of the VPR Board of Directors in efforts to benefit the organization.

## **POSITION REQUIREMENTS**

**Education, Experience, and Other:** Bachelor's degree and at least five years of relevant experience in major and or planned giving. Must have valid and current drivers license and reliable transportation.

**Essential Skills:** Strong organizational skills. Demonstrated productivity and creativity. Superb writing and presentation skills and keen ability to relate to donors at all levels required. Demonstrated ability to work collaboratively. Must be able to present self in a neat, professional manner, with appropriate attire.

**Physical Demands:** While performing the duties of this job, the employee is regularly to talk, hear, walk, sit for extended periods, travel, and occasionally stand, use hands to feel and hold, and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus. The ability to drive an automobile during the day and night, and fly in a plane is critical. The work environment is usually an office and is usually quiet, but fundraising events may take place in a wide range of venues. (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.)

*Please note: This is not an all-encompassing statement of this position's responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.*