

**ALASKA PUBLIC MEDIA**  
3877 University Drive  
Anchorage, Alaska 99508  
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Title: Director of Major and Planned Giving  
Reports to: Chief Development and Marketing Officer  
FSLA Status: Exempt  
Version: 1.2

The Director of Major and Planned Giving is responsible for directing all major and planned giving for Alaska Public Media including strategy, cultivation, solicitation and stewardship. The position works closely with other members of the AKPM Development and Marketing Department. Alaska Public Media is the source of NPR radio, PBS television for South Central Alaska and stewards the statewide Alaska Public Radio Network.

**Essential Functions:**

The Director of Major and Planned Giving:

- Identifies, cultivates, solicits, stewards and reports on major donors/prospects and planned gift/prospects.
- Develops and executes comprehensive plans for soliciting and securing major and planned gifts from individuals including, but not limited to, on air efforts (KAKM and KSKA), digital initiatives including web, social media and e-mail, community networking/education/events, and direct mail efforts.
- Tracks AKPM endowment fund at Alaska Community Foundation.
- Is responsible for individual major donor correspondence, gift proposals, and stewardship.
- Works closely with Director of Member Engagement and others on the Development and Marketing team to progress individuals through a donor lifespan
- Represents AKPM at appropriate company and community functions.
- Produces/tracks/reports major and planned gifts budget and performance analysis.
- Coordinates with Database Manager on major giving related tracking.
- Manages related revenue and expenses and coordinates with Accountant on reporting and reconciliation.
- Is lead in creating and executing major donor events.
- Briefs CEO on major and planned giving donor/prospect background and related fundraising activity.

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### **Duties and Responsibilities:**

In addition to the above functions, the Director of Major and Planned Giving will:

- Oversee staff activity in support of Major and Planned Giving and that of volunteers relative to same.
- Develop and manage donor portfolio and coordination of Board and community member support of same.
- Facilitate as assigned major giving initiatives around capital funding and special projects.
- Support Chief Development and Marketing Officer

### **Required Qualifications:**

- Proven track-record of donor cultivation, solicitation, and stewardship.
- Passion for public media.
- Goal-oriented, creative, motivated skills.
- Excellent oral and written communication skills.
- Knowledge of Microsoft Word and Excel.

### **Desired Qualifications:**

- Proven track-record of major giving donor cultivation, solicitation, and stewardship.
- Possess exceptional time management, prioritization and problem solving skills.
- Strong work ethic.
- Commitment to AKPM mission and ability to articulate.
- Experience working in public media.
- Active public broadcasting listener/viewer.
- Certified Fund Raising Executive (CFRE) training or other, similar credentials

### **Competencies:**

- Act in accordance with AKPM policies.
- Support AKPM compliance efforts with FCC, CPB, NPR and PBS rules and regulations
- Communicate effectively.
- Apply critical thinks and problem solving skills.
- Maintain positive relationships with both internal and external customers.
- Demonstrate consistent outstanding customer service.
- Proficient at computer use to include office software products, custom software packages, internet and e-mail.
- Consistently demonstrate ethical behavior.
- Must exercise good judgement for the prompt completion of responsibilities.

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**Employee Expectations:**

Must be able to work in a constantly changing environment with demonstrated ability to juggle and prioritize multiple, competing tasks and demands while seeking supervisory assistance as appropriate.

**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.

The employee is regularly required to stand, walk and sit; use hands to handle or feet; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, crouch or crawl. The employee must be able to lift and/or move up to 40 pounds.

**Work Environment:**

The work environment characteristics described here are typical of a television/radio broadcast office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

The noise level in the work environment is usually moderate.

Alaska Public Media is an equal opportunity employer.

**Send cover letter and resume to [hr@alaskapublic.org](mailto:hr@alaskapublic.org)**