

ALASKA PUBLIC MEDIA
3877 University Drive
Anchorage, Alaska 99508
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Title: Major Gifts Officer
Reports to: Senior Director of Philanthropy
FSLA Status: Exempt Version 1.2

The Major Gifts Officer is responsible for managing the top 15% of donors and all prospects for major giving for Alaska Public Media (AKPM) 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 Southcentral Alaska and statewide news.

Essential Functions:

The Major Gifts Officer:

- Manages all aspects of the organization’s major gifts member/donor recruitment and stewardship program, with the goal of significantly growing the base and increasing the lifetime value of those supporters. Includes identifying, cultivating, soliciting, stewarding, and reporting on major donors/prospects and planned gift/prospects.
- Develops and executes comprehensive plan utilizing vehicles such as senior staff portfolio assignments, on air efforts (KAKM TV and KSKA radio), digital initiatives including web, social media and e-mail, community networking/education/events, and direct mail efforts.
- Works closely with Development team to progress individuals through a donor lifespan.
- Coordinates with Database Manager on major giving related tracking.
- Acts as lead in creating and executing major donor events.

Duties and Responsibilities:

- In addition to the above functions, the Major Gifts Officer will:
- Oversee staff activity in support of Major Gifts and that of volunteers relative to same.
- Facilitate as assigned major giving initiatives around capital funding and special projects.
- Manages the development and production of membership materials, working closely with the Director of Marketing & Promotions and outside vendors. Includes but not limited to online communications including web pages and donation forms, on-air scripts, event invitations, e-and printed materials, etc.
- Collaborates with staff who are overseeing estate planning and vehicle donations programs
- Tracks AKPM endowment fund at Alaska Community Foundation.
- Represents AKPM at related company and community functions.

- Manages related revenue and expenses and coordinates with Accountant on reporting and reconciliation.

Required Qualifications:

- Passion for public media and knowledge of content, mission, vision, values.
- Proven track-record of donor cultivation, solicitation, and stewardship.
- Goal-oriented, creative, motivated.
- Excellent oral and written communication skills.
- Knowledge of Microsoft Word and Excel. Comfort using donor database system.
- Minimum two years of experience in donor stewardship and management.
- Excellent written communication skills and the ability to draft and/or review the production of high-quality donor correspondence.
- Flexible, adaptable and proven ability to work in a deadline-driven environment.
- Demonstrated strength in cross-departmental execution and development of multiplatform member/donor engagement campaigns.
- Bachelor's degree from an accredited college or university or equivalent experience

Desired Qualifications:

- 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.

Competencies:

- Act in accordance with AKPM policies.
- Support AKPM compliance efforts with Federal Communication Commission, Corporation for Public Broadcasting, National Public Radio and Public Broadcasting System 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.

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.

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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