

Position: Major Gifts Officer

Union: CUPE Local 50

Salary Grade: Grade 16 - \$2,687.48 - \$2,759.73, COLA of 2%

Job Summary:

The Major Gifts Officer (MGO) plays a lead role in visioning, planning, establishing strategic direction and delivering the major gifts program at United Way Southern Vancouver Island (UWSVI). The incumbent will have strong interpersonal and organizational skills and will drive revenue growth and build key relationships with donors, volunteers and key community stakeholders.

The MGO will be an accomplished major gifts fundraiser (\$5K+), with experience in annual giving, planned giving and multi-year giving. The MGO will be responsible for managing a pipeline of 150-200 donors with a portfolio value of \$1.5 million.

The MGO collaborates with senior management, workplace and individual giving fundraising staff and volunteers to maximize support from UWSVI's top donors, corporate supporters and volunteers. The successful incumbent performs all duties and activities in accordance with the Vision, Mission and Values of UWSVI and adheres to the organization's policies and procedures at all times.

General Accountabilities:

The preferred incumbent will have a minimum of five years' experience working on Major Gift fundraising for a non-profit organization, with a proven track record of success. The incumbent will manage a robust pipeline of major donors and provide leadership on fundraising strategies to enhance revenue development, grow number of donors and position UWSVI as a social impact leader and charity of choice for individual donors, corporate partners, and high net worth individuals.

Specific Accountabilities:

- Identification, cultivation, solicitation, and stewardship of major gifts (\$5K+) and planned gifts
- Develop and maintain productive and highly confidential relationships with current and prospective donors
- Develop and implement personalized plans, strategies and tactics for a portfolio of 150 – 200 donors
- Responsible for maintaining and growing the Major Gift program and will be accountable for specific fundraising targets

- Work with volunteers to help facilitate donor connections, stewardship, and engagement.
- Assist in annual development planning to acquire, cultivate and grow the major donor program
- Prepare and coordinate fundraising materials such as proposals, briefing notes and presentations
- Demonstrate a high level of personal contact (i.e.: face-to-face meetings, calls, off business hours meetings) with major gift donors, cultivating relationships and moving donors through all stages of the donor cycle.
- Collaborate to maintain and properly record information about donors and prospects and distribute accurate, relevant and timely reports to the Executive Director, senior leadership, Board, staff and volunteers
- Ensure impeccable and personalized donor stewardship and help develop and implement donor recognition strategies

Education and Experience:

- Post-secondary degree in a discipline related to the duties of the position (Business Administration, Communications, Public Relations) and/or equivalent combination of training, experience and professional affiliation
- Certified Fund-Raising Executive (CFRE) designation an asset
- Five + years senior fundraising experience, including a track record of achieving revenue targets
- Experience facilitating multi-year gifts
- Demonstrated experience managing major gift and legacy gift commitments at the \$5k-\$100k level
- High proficiency with Microsoft computer applications, including Word, Excel, PowerPoint, Outlook
- Strong database management, and experience with a CRM
- This position requires a valid BC driver's license

Skills and Abilities:

- Self-motivated and ambitious with the ability to create and achieve results
- Superior relationship building skills, working collaboratively with donors, volunteers and stakeholders
- Experience with major giving in the \$5k to \$100K range is considered a strong asset
- Meeting and exceeding fundraising targets in individual and legacy gifts
- Excellent interpersonal skills; engaging, approachable, a listener
- Strong presentation and training skills
- Problem solving and analytical skills
- Sound judgment and discretion in dealing with confidential matters
- Strategic and creative thinker who works proactively, managing competing priorities



JOB DESCRIPTION

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- High degree of creativity and empathetic listening
 - Able to adjust work schedule to accommodate donor schedules
 - Ability to establish long-term, collaborative relationships with colleagues build on trust, respect, humility and openness
 - Values diversity, equity, inclusion, and accessibility

Core Competencies:

Mission-Focused

The UWSVI's top priority is to create real social change that leads to better lives and healthier communities.

Relationship-Oriented

The incumbent understand that people come first and is astute in cultivating and managing relationships toward a common goal.

Collaborator

The incumbent understands the roles and contributions of all sectors of the community can can mobilize resources through meaningful engagement.

Results-Driven

The incumbent is dedicated to shared and measurable goals for the common good, creating, resourcing, scaling and leveraging strategies and innovations for broad investment and impact.

United Way Southern Vancouver Island is a unionized workplace. Salary and benefits for this position are payable in accordance with the CUPE collective agreement.