



Marshall B.
KETCHUM UNIVERSITY

Major Gifts Director

JOB SUMMARY

The Major Gifts Director provides leadership and direction to a comprehensive fundraising program to secure significant new and increased private support through major gifts from individuals, including alumni and community members, foundations and corporations to advance the mission of the organization and to build resources in conjunction with the overall strategic development plan of Marshall B. Ketchum University. Working closely with the Vice President for University Advancement, this individual will assist in the development of a comprehensive fundraising plan to ensure the successful solicitation of alumni and community friends, foundations and corporations through annual giving, major gifts, planned giving and special events sponsorships/underwriting. This individual will carry a portfolio of at least 100 major gift donor prospects. This individual works closely with the Assistant Director of Alumni & Donor Relations to transition annual fund and alumni donors to major gift donors, and to ensure that fundraising priorities are communicated and shared with alumni on a regular basis.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Support and operationalize the mission statement, vision and values of the organization and ensure that these elements are incorporated into his/her respective role.
- Strengthen and promote the public image, mission, philosophy and values of the organization with alumni, other individuals, corporations and foundations and to define the role philanthropy plays in supporting the priorities of MBKU.
- Under the direction of the MBKU Vice President for University Advancement (VP), develop a comprehensive strategic major gift fundraising plan clearly detailing goals, objectives and timelines consistent with the vision and mission of MBKU.
- Oversee and implement all aspects of high-level donor and funder relationships, including research, qualification, case statements, cultivation, solicitation, and stewardship to foster sustaining relationships with MBKU to support the identified fundraising priorities.
- Responsible for developing increasing levels of involvement and support among donors and prospects utilizing best practices for cultivation and stewardship through regular correspondence and contacts in person, by telephone or by mail or email.
- Proactively manage a portfolio of at least 100 major gift prospects (individuals, corporate and foundation) with an expectation of at least 12 documented face-to-face contacts per month.
- Responsible for developing and presenting at least 25 major gift solicitations annually.
- Responsible for maintaining and presenting reports on fundraising and stewardship progress and projections for his/her portfolio of assigned prospects on a monthly basis.
- Act as the Planned Giving liaison between prospective donors and Planned Giving consultants to successfully secure and close planned gifts.
- Work closely with appropriate University Advancement staff to secure major gift private support through sponsorship and underwriting for key events.
- Work collaboratively with marketing staff in order to advance and align MBKU's image and reputation with its philanthropic constituencies through the development of collateral materials for major gift fundraising.
- Represent the University in the community to communicate the need for private support.

- Work closely with the Assistant Director of Alumni & Donor Relations to develop a program to migrate annual giving donors to the major gift pipeline.
- Work closely with the University Advancement Project Manager to ensure the integrity of the database and timely donation acknowledgement.
- Work closely with the VP to develop and oversee an annual donor recognition program for major and planned gift donors.
- Work closely with marketing staff to ensure a philanthropic presence for the University online. (i.e., MBKU website, Guidestar, etc.).
- Provide a leadership role in the training and use of the Raiser's Edge constituent tracking system.

QUALIFICATION REQUIREMENTS

The requirements below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Documented success in personally identifying and cultivating major gift prospects that leads to successful gift closure.
- Experience operating within a prospect moves-management system.
- Familiarity with donor database software like Raiser's Edge or Advance.
- Demonstrated ability to interact successfully with associates and volunteers.
- Excellent communication skills with the ability to communicate ideas clearly and concisely, both verbally and in writing.
- Excellent Interpersonal skills that develop and maintain team efficacy.
- Excellent organizational skills with the ability to prioritize based on high impact and high return.
- Computer literate in Microsoft Office and WEB research.

EDUCATION AND/OR EXPERIENCE

The minimum amount of education and experience that an individual needs in order to successfully perform the essential duties of the position is:

Required

- Undergraduate degree.
- Five or more years of major gift fundraising experience for a non profit, preferably in healthcare or higher education.
- At least 5 years of experience based knowledge of principles and practices of major gift, planned giving and corporate/foundation relations fundraising for a non-profit organization, preferably healthcare or higher education.
- At least 5 years of experience developing and writing foundation, corporate and major gift proposals.
- At least 5 years of experience with Blackbaud/Raiser's Edge donor database system or similar system.
- Major Gift and/or foundation/corporate relations proposal writing.

Desired

- Alumni relations experience in higher education.
- Experience in planning and executing special events.

ABOUT THE ORGANIZATION

Located in Fullerton, CA, Marshall B. Ketchum University is an independent, private, non-profit, accredited educational institution. MBKU is home to the Southern California College of Optometry, the School of Physician Assistant Studies and College of Pharmacy. Named after the founder of the optometric institution in 1904, the change to the University structure addresses the growing demand for highly skilled health care professionals.

The University's Southern California College of Optometry confers a Doctor of Optometry (OD) and a Master of Science in Vision Science (MS) degree. MBKU's School of Physician Assistant Studies under the College of Health Sciences awards a Master of Medical Sciences (MMS) degree. MBKU's College of Pharmacy welcomed its first class in the fall of 2016 and will award a Doctor of Pharmacy (PharmD) degree. MBKU owns and operates two premier eye and vision care centers: the University Eye Center at Ketchum Health and the University Eye Center at Los Angeles.

BENEFITS

MBKU provides an excellent benefits package including medical, dental, and life insurance, free vision exams, short and long term disability, generous paid time off plans, a university-sponsored retirement plan with a 9% contribution and an on-site fitness center located on the Fullerton campus. See our website under *Employment* for more details regarding benefits of working for MBKU (www.ketchum.edu).

HOW TO APPLY

Interested candidates, please send your resume to humanresources@ketchum.edu .
Position is open until filled.

MBKU is an equal opportunity employer; requirements are subject to possible modification to reasonably accommodate individuals with disabilities.