

ALASKA PUBLIC MEDIA
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Title: Major and Legacy Giving Officer
Department: Development
Reports To: Director of Development
FLSA Status: Full-time, Exempt
Salary: \$60,000 - \$68,000 DOE
Version: 1.1

Job Summary Statement:

The Major and Legacy Giving Officer is responsible for major giving and legacy (planned) giving for Alaska Public Media (AKPM) including: research, acquisition, cultivation, solicitation and stewardship. This position is a valued member of the development team, best suited to someone self-driven and self-sufficient while able to work closely with other Major and Legacy Giving Officer/s, as well as other team members.

Who We Are:

Alaska Public Media (AKPM) is a broad-based public media organization that delivers television, radio, and web content. AKPM is the source of PBS television, NPR radio, and stewards the statewide AKPM News network.

Essential Functions:

- Responsible for a portfolio of donors giving \$1000 or more annually - managing appeals, thank you calls and letters, general communication, planning and coordination of events and acknowledgments on air.
- Responsible for review and completion of major gift triggers from CRM.
- Development of comprehensive plans for soliciting and securing major and planned gifts from individuals.
- Responsible for high-touch stewardship of a subset of major donors in assigned portfolio - nurturing current relationships and cultivating new ones through increased communication and engagement including one-on-one meetings/visits, with a focus on cultivation of transformational gifts.
- In collaboration with other Major and Legacy Giving Officer/s, responsible for the legacy giving program - managing planned gift solicitation and marketing, declarations of intent, stewardship, recognition and legacy giving acquisition campaigns.
- Maintains accurate major and legacy donor records and tracks all moves and contacts through CRM database.
- Represents AKPM at company and community functions.

- Works closely with the Development team. Collaborates in moving donors into the major giving category. Incorporates major giving components into events and campaigns facilitated by the larger Development team.
- Participates in membership drive support and on-air fundraising.

Required Qualifications:

- Skill and ability to promote the benefits of investing in AKPM to individuals with the capacity to make a major gift.
- Strong networking skills and the ability to work with diverse constituencies.
- Must be a self-starter with strong project management skills.
- Must have demonstrated problem-solving and analytical ability.
- Excellent interpersonal and oral/written communications skills essential.
- All applicants must possess a valid driver's license and the ability to pass a DMV background check authorizing them to operate company vehicles.

Desired Qualifications:

Our ideal candidate possesses the following characteristics:

- Ability to build long-standing, positive relationships with donors
- Passion and appreciation for public media
- Belief in AKPM's mission and goals and the ability to articulate them
- Strong computer skills including Google Suite, MS Word and basic Excel use
- Strong attention to detail, accuracy and follow up
- Professionalism, maturity, and an ability to work with confidential information
- Exceptional time management and problem solving skills
- Ability to prioritize work, manage multiple tasks and meet deadlines in a time-constrained environment
- Strong work ethic and customer service skills
- Ability to work effectively with all levels of administration and across teams
- Ability to work occasional nights and on rare occasion weekend days when the need arises

Allowable Substitution

If necessary, alternative combinations of education and experience to be evaluated by the Human Resources Office for comparability.

Competencies:

- Act in accordance with AKPM policies.
- Support AKPM compliance efforts with FCC,NPR, and PBS rules and regulations.
- Communicate effectively.
- Apply critical thinking 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 judgment for the prompt completion of responsibilities.

Employee Expectations:

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

Note: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee nor does this job description restrict management's right to assign or reassign duties and responsibilities to this job at any time.

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.

I, _____ received a copy of this job description on

(Print Name)

(Date)

Employee's signature
