



**Southern Oregon Public Television (SOPTV)
Director of Major & Planned Gifts**

As an independent media voice, Southern Oregon Public Television (SOPTV) is the PBS member station that serves southern Oregon and northern California. SOPTV operates KSYS, Channel 8 in Medford and KFTS, Channel 22 in Klamath Falls. SOPTV is dedicated to bringing viewers national programs that reflect the interests of the community and augments that service by investing in local programs such as *Southern Oregon Town Hall*, *Student Showcase* and our continuing series *Southern Oregon History*. SOPTV benefits from consistently strong support, due in part to the region's favorable demography, two universities, a vibrant local arts community and other world-renowned performance centers.

Southern Oregon Public Television is located in Medford, Oregon, an economic center for more than 460,000 people. Situated in the Rogue Valley between the beautiful Cascade Range and Siskiyou Mountains, Medford, and its sister city, Ashland, enjoy a temperate climate and easy access to Portland, San Francisco and the Pacific coast beaches, making the city a preferred destination for retirement. In the past, Medford's economy was fueled by the timber industry and agriculture. Today, it serves as the home for two major medical centers and an expanding Oregon wine industry.

RESPONSIBILITIES:

Reporting to the President & CEO, the Director of Major & Planned Gifts, a new position for the station, will work to advance SOPTV's major and planned giving programs. An intimate understanding of the mission of public media is critical to the success of this individual, and tying the strategic objectives of SOPTV to donor philanthropy will be emphasized. He/She is responsible for maintaining an active portfolio of donors and soliciting progressively larger gifts above \$10,000, while building on the current success of the station's giving club. He/She will work strategically with the President & CEO, staff and Board of Directors in building a donor-centered program that encourages individuals to share in SOPTV's vision by investing through direct or deferred gifts.

Prospect Identification - Expands and refines the pool of major donors and begins connecting individuals to mission-related areas based on information gathered.

Cultivation – Connects potential and current donors with SOPTV's funding priorities through visits and pairings with board members and the President & CEO.

Solicitation - Arranges and guides every aspect of the asking process, whether the solicitation is done by another or the gift officer him/herself.

Stewardship - Manages SOPTV's response to major gifts received from individuals including acknowledgment and accountability.

Events - Coordinates major gifts and planned giving cultivation and recognition events to build relationships with donors.

SKILLS:

The Director of Major & Planned Gifts must have excellent written and oral communication skills and a documented track record of successfully soliciting and managing current and prospective benefactors at the major gift level. He/She should have outstanding social skills, instincts, and judgment. The ideal candidate will be an ambitious and motivated professional who values a collaborative working environment and who will be able to establish strong, interpersonal relationships with SOPTV's donors. He/She must be able to demonstrate a highly sophisticated understanding of all aspects of the cultivation and solicitation process, whether utilizing staff, the President & CEO, board members, or making successful solicitations him/herself.

A familiarity with and commitment to public broadcasting is essential, along with the polish and enthusiasm necessary to engage with individuals on behalf of SOPTV. Computer literacy and experience working with applications such as Microsoft Word, PowerPoint and Excel are preferred along with contact management software. The ideal candidate will be an active viewer of public television and will have the curiosity to continue learning and growing. Maturity and integrity are required for success. Additionally, a pre-employment background investigation will be required.

EXPERIENCES & EDUCATION:

A minimum of three years of progressively responsible major gift fundraising experience is required along with knowledge of prospect management, donor cultivation and solicitation. Candidates must be comfortable with a flexible work schedule including travel for major donor cultivation and some evening and weekend work. CFRE not required but desirable. An undergraduate degree is required.

Applications must include:

- (1) A cover letter describing how the candidate's specific education, training and experience meet or exceed the listed skill sets and job responsibilities.
- (2) A detailed professional resume.

Nominations and applications to:

executivesearch@majorgiving.org (electronic submissions preferred)

MajorGiving.com
1741 Handley Avenue, Winchester, VA 22601
888.625.4483 x80 Robert Stein; x82 Lisa Ondak

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