

## Position Plan

### Vice President for Development, Los Angeles

Management Department: Development

Reports to: Chief Operating Officer

#### Mission Statement:

To lead the strategic development, implementation and growth of PBS SoCaL's development efforts, including major giving, corporate and foundation giving, and planned giving with a special focus on Los Angeles philanthropic efforts.

The Vice-President of Development will report to the COO and serve as a member of PBS SoCaL's executive management team.

#### Major Areas of Responsibilities:

##### 40% Development Strategy

- Establish a dynamic presence for PBS SoCaL in Los Angeles with a focus on the identification and solicitation of major gift prospects.
- Lead PBS SoCaL's major giving strategy efforts.
- Develop and implement a strategic development plan to advance fundraising to support PBS SoCaL's programs and priorities; and increase the visibility of the station across key audiences.
- Organize, oversee and maximize success of PBS SoCaL development functions including major giving, planned giving, corporate giving, grant acquisition, foundation relations, fundraising and cultivation special events, donor recognition and stewardship and campaign management.
- Support and partner with the executive team and board members on all major fundraising initiatives.
- Collaborate with the executive team to develop and implement PBS SoCaL's financial strategy.
- Actively work with the Board and senior staff to develop and implement a comprehensive development strategy to include corporate, foundation, government grants, etc.

##### 40% Relationship Management, Communications and Operations

- Develop and cultivate relationships with foundations leads, board members, and major donors (both national and LA-based).
- Spearhead effective fundraising events to support campaigns and initiatives.
- Serve as an ambassador for the organization. Represent the station in community activities. Ensure station visibility in the community; establish and maintain relationships with other organizations in the community.
- Work closely and effectively with the other PBS SoCaL fundraising operations, including membership and underwriting, to build fundraising capacity and best practices, and to maximize revenues for PBS SoCaL.
- Effectively oversee database management for all major donor, corporate and foundation giving, and campaign functions; ensure accuracy and efficacy of information and analysis to support development division.

##### 20% Development Team Management

- Oversee the day-to-day activities of the development department including budgeting, planning and staff development.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, and conduct performance appraisals.

#### Qualifications

- Progressive responsibility with at least fifteen years' experience as a development executive with proven ability to lead a major gifts development program.

- Must have excellent knowledge of and experience with Los Angeles philanthropic community.
- Working knowledge of the principles and practices of individual, corporate and foundation fundraising at non-profit organizations.
- Strong verbal and written communication skills to express, both orally and in writing, the mission of PBS SoCaL and its strategic priorities.
- Ability to translate clearly the mission of PBS SoCaL and its value to potential funders.
- Ability to maintain confidentiality of donor and other departmental information.
- **Ability to make decisions in a changing environment and anticipate future needs.**
- Proven skills in developing sophisticated strategies in planning, implementing and administering complex objectives, such as gift solicitations.
- Experience working with attorneys and CPAs in designing planned giving proposals to present to their clients.
- Excellent interpersonal, organizational and leadership skills. Able to work as part of a team but also a very strong self-starter who is creative and sets high personal achievement goals for him/herself.
- **Energetic, flexible, collaborative and proactive; a leader who can positively and productively manage a team**
- Bachelor degree required; graduate degree preferred.