



Director of Development

- College/Area: Edward R. Murrow College of Communication
- Work location: Pullman, WA
- Appointment Status: Permanent, FTE: 100 %
- Administrative Professional ([View Benefits Information](#))
- Position Supervisor: Cara Williams Fry

Summary of Duties:

The Development Director 3 is responsible for supporting the Northwest Public Broadcasting (NWPB) fundraising goals by planning and conducting outreach designed to promote constituent understanding of NWPB activities with the aim of cultivating donors and raising money. These efforts may include, but are not limited to annual giving, major gift development of \$25,000 or more, and planned gift identification and advancement. Extensive travel in Washington State, the Pacific Northwest and elsewhere is required. A Development Director 3 manages a portfolio of approximately 125-150 donors, secures 12-16 major gift pledges, opens/plans a minimum of 20 solicitations, and has an annual fundraising goal between \$750,000 and \$1,500,000. The Development Director 3 closes a third of major gifts on an annual basis in the range of \$50,000 and \$100,000. This position includes supervisory responsibility.

Job Duties

Major Donor Cultivation, Solicitation, and Stewardship/Unit Leadership – 80%

- Plan, articulate and execute a solid fundraising plan for Northwest Public Broadcasting (NWPB).
- Work with NWPB General Manager, Murrow College Development Director Senior, and other Advancement staff, volunteers, faculty and others as appropriate to identify, cultivate, and solicit major gift prospects in support of the strategic priorities of NWPB. A major gift is defined as \$25,000 or more. This position will enhance and support all stewardship activity as necessary as well as provide stewardship in recognition of these gifts.
- Manage a portfolio comprised of 125-150 relationships rated \$50K+.
- Secure 12-16 documented major gift pledges (\$25K+)/yr.
- Raise \$750,000-\$1,500,000/yr.
- Open 20-30 solicitations/yr.
- Plan 20-35 solicitations/yr.
- Make 120-160 strategic contacts each year.
- Prepare and submit timely contact reports: prepare and submit written proposals, background reports and other development materials for use during donor cultivation and solicitation and ensure that all gifts are processed according to WSU Foundation policy.
- Identify key donors/influencers to enlist help with development initiatives.

Mission

The mission of the Edward R. Murrow College of Communication is to expand Edward R. Murrow's legacy through the embodiment of his values and expertise to serve the evolving fields of communication and mass communication.

To accomplish this mission the College facilitates articulate, effective, ethical communication on the part of individuals and institutions in the service of just democratic societies.

Murrow's Values

We communicate truth with integrity.

We seek to add knowledge to the global media conversation through research.

We make knowledge accessible and share insight with the greater community.

We set industry standards for the responsible use of technology.

We strive to be pioneers and influencers in the industry, our name synonymous with communications excellence.

- Establish among supporters a shared vision of and investment in successful implementation of the NWPB's Strategic Plan and campaign priorities.
- Prepare volunteers to participate in cultivation, solicitation and stewardship of major gifts
- Collaborate with the WSU Foundation Gift Planning team in helping to advance major/planned gift arrangements that require tax or estate planning and with WSU Foundation Corporate & Foundation Relations teams in helping to advance major gift and/or sponsorship opportunities with corporate and foundation prospects.
- Consult with and provide guidance to individual faculty members regarding philanthropic grants and gifts.

Unit Specific Responsibilities – 15%

- Work with NWPB General Manager, Murrow College and Foundation personnel and support staff to plan and develop informative, inspirational, timely and appropriately spaced communications with internal and external constituencies in support of development objectives.
- Assist with events when appropriate, working with Development Events staff.
- Develop and utilize communication plan to regulate constituency contact.
- Provide input into the development of NWPB marketing and branding materials. Provide consultation for unit public communications.
- Represent NWPB and the University when meeting friends and alumni of the institution.
- Collect and analyze information from donors and community members connected to NWPB, sharing such information with Foundation research and records professionals.
- Assist administrators in defining role of advisory board(s)/council(s), identifying and orienting board/council members, setting agendas, and evaluating board performance if applicable.
- Prepare volunteers to participate in cultivation, solicitation and stewardship of gifts.
- Support other NWPB fundraising priorities.
- Supervise assigned staff, which may include hiring, onboarding, training, managing performance, and reviewing leave requests.
- Engage employees in the workplace through collaboration, accountability, integrity and respect.
- Support the career development of direct reports by providing mentorship and access to professional development opportunities.

Other Duties as Assigned – 5%

Position Qualifications

Required Qualifications

- Bachelor's degree and four (4) years of progressively responsible relevant experience, which includes two (2) years of full-time fundraising experience,
- Demonstrated success in proposal writing and submission,
- Evidence of ability to planned execute a fund drive (i.e. responsibility for a project from conception to realization),
- Demonstrated success in face-to-face solicitations of gifts of \$50,000 or more, OR comparable experience. Comparable experience includes progressively responsible full-time consultative sales in real estate, industrial equipment, vehicles, custom services, or bulk commodities, which include long term relationships between salespeople and clients, which includes negotiating the terms and conditions of individual sales with customers, program oversight and management, clearly defined goals and objectives, and a demonstrated track record of sales success.
- A Master's degree in a related field may be substituted for up to one (1) year of the required experience.

Preferred Qualifications

- Fundraising experience closing major gifts of \$100,000 and above.
- Evidence of ability to plan and execute a fundraising project from conception to realization.
- Experience with underwriting or advertising sales.
- Experience with organizational membership account development and growth.
- Public Media experience.

Essential Work Competencies

Knowledge, Skills, Abilities or Competencies

- Broad knowledge of sales and non-profit fundraising.
- Knowledge of process, ethics and policies of public broadcasting and WSU fundraising.
- Understanding of various motivations for philanthropy.
- Demonstrated leadership skills.
- Ability to work successfully within a team framework.
- Ability to manage personnel and volunteers effectively.
- Ability to organize, plan and schedule a variety of development activities.
- Effective and persuasive written and verbal communication and donor relationship skills.
- Ability to prioritize and arrange job assignments.
- Knowledge of complex work processes.
- Demonstrated experience in planning and developing single or multiple job tasks.
- Knowledge of strategic approach to problem solving and strategic planning to meet goals.
- Commitment to Diversity: Demonstrated commitment to, and experience in, successfully advocating for diversity and the values of diversity.

Mental Requirements

- Ability to reason logically and make sound decisions, to consider alternative and diverse perspectives, to communicate effectively both orally and in writing, to remain poised under all circumstances, and to interact effectively with people in a positive manner that engenders confidence and trust.
- Ability to apply information in stressful situations and deal simultaneously with several problems.
- Ability to comprehend complex problems and reach reasonable conclusion.
- Ability to use mental skills to recall, analyze and organize information, and make complex decisions.