



United Way of Anchorage

## Position Description

**Position:** Major Gifts Director  
**Department:** Transformational Philanthropy  
**Reports To:** Vice President Transformational Philanthropy

**Organization Overview:** United Way of Anchorage mobilizes the community to make lasting, measurable changes in community conditions that improve lives. We have adopted a unique approach to community problem-solving called collective impact which allows us to directly engage with communities. Our workplace is fast-paced, collaborative, and adaptive. At United Way of Anchorage, we believe in celebrating success, learning from failure, and ambitious goals. Our wages are competitive; the benefits package is comprehensive; and engagement activities make every day unique.

**Position Overview:** United Way of Anchorage works to achieve measurable community change on issues like homelessness and increasing the high school graduation rate. The major gifts director provides knowledge and leadership to identify, qualify, cultivate, solicit, and steward major donors to invest in community changing work. The position works closely with other departments and staff within UWA to proactively coordinate and align the resource development, community engagement, volunteer opportunities, program implementation, communications, and marketing plans for the entire organization.

### Essential Duties and Responsibilities include the following:

1. Responsible for the vision, leadership and execution of UWA's major gifts program by creating the ideal donor experience for major investors committed to community change with United Way.

Duties and responsibilities:

- Directly manages the major gift cultivation program and meets with prospective and current donors to develop person-to-person relationship
- Works with United Way staff and volunteer leadership to identify and qualify and cultivate appropriate prospects/donors as above
- Oversees major gifts operations including budget, gift processing, record keeping, marketing, and stewardship
- Plans and implements a major gift marketing program
- Personally solicits major gifts and supports volunteer and staff solicitors
- Develops strategies to further relationships with major donors
- Works with United Way staff members to develop specific proposals for individuals
- Creates individualized and persuasive proposals
- Records progress of all contact actions in donor database

- Cultivates community support by maintaining and initiating contacts with individuals, business and organizational leaders throughout the community
    - Maintains ongoing relationships and engagement with donors
  - 2. Identifies, recruits, trains, develops and manages appropriate volunteer structures and volunteers. Ensures staff support of volunteer efforts in major gift efforts.
  - 3. Initiates and/or participates in appropriate internal and external committees and task forces to analyze community, social, economic and political behavioral impacts on giving.
  - 4. Works with other staff to attain team, departmental, organizational and community goals.
  - 5. Other duties may be assigned.
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**Qualifications:** The following requirements are representative of the knowledge, skill and/or ability required to satisfactorily perform the essential job duties. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- Bachelor's degree (B.A.) from four-year college or university
- Minimum of 7 years of related experience in not-for-profit fundraising and/or a combination of nonprofit and appropriate legal or business experience

Interpersonal and Communication Skill Requirements

- Personal leadership within a team environment - multi-tasker, self-motivated and takes initiative, shares credit and takes responsibility for actions
- Ability to relate and communicate quickly and effectively to donors, volunteers, community, corporate and governmental leaders essential - active listening, interpersonal/cultural sensitivity, sound judgment, strong persuasion and presentation skills
- Superior attentiveness to detail
- Must conduct self with highest professional and ethical standards and navigate sensitive situations
- Ability to work effectively as a team – creative problem solving, critical thinking, sound judgment, adaptable, flexible, responsive, and volunteer/professional supervisory leadership
- Organizational culture - Adaptable, flexible, responsive, donor orientation and active understanding and promotion of UWA
- Professional written and oral communicator
- Demonstrated success as a philanthropic and/or business development leader
- Demonstrated creativity in developing successful multiple philanthropic and/or business lines and donor/client stewardship
- Excitement for and experience in adaptive change management
- Service-oriented with an ethos of “no job too big; no job too small”
- Tackles ambiguity with innovation and creativity
- Well-honed balance of confidence and humility

Business Skill Requirements

- Ability to organize, plan and manage multiple tasks, projects and events simultaneously, meet deadlines and work under pressure
- Ability to interpret and present complex research and sensitive financial information
- Ability to analyze complex problems and develop and implement creative solutions
- Ability to develop and execute multi-year and donor-focused strategic fundraising plans
- Ability to understand, interpret and present statistical and financial data
- Skills in sound judgment and decision-making
- Proficient in MS Office applications within an MS Windows Operating System
- Experience with internet-based research and database management. Ability to learn new software as required by job

### Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk and/or hear. The employee is frequently required to use hands to finger, handle, or feel and reach with hands and arms. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus.

### Licenses

Valid Alaska Driver's License

### Vehicle

Access to reliable insured automobile to be used for work-related travel in the Anchorage area.

**Place of Work:** 701 West 8th Avenue, Suite 230, Anchorage, Alaska 99501

**Hours of Work:** 8:30 am – 5:00 pm - Monday – Friday with occasional weekend and evening commitments.

**Salary & Benefits:** Exempt position. Salary DOE. Benefits include holiday pay, medical, dental, and vision insurance, and a retirement plan.

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**To Apply:** Submit letter of interest, resume, and references to Zulie Mason, 701 West 8<sup>th</sup> Avenue, Suite 230, Anchorage, AK 99501

Fax and email applications are acceptable: FAX: 907-263-3801; email: [zmason@ak.org](mailto:zmason@ak.org).

Position open until filled.