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**DIRECTOR OF MAJOR AND PLANNED GIVING**

**WPM HR** [**hr@wpm.wisc.edu**](mailto:hr@wpm.wisc.edu)

**JOB SUMMARY**  
The Director of Major and Planned Giving oversees an ambitious, comprehensive fundraising plan in support of Wisconsin Public Radio's mission and strategic priorities. The Director will build upon and expand WPR's major gift fundraising strategy to achieve goals that will result in long-term financial growth. Reporting to the Chief Development Officer, the Director will possess exceptional planning and management skills, and will be a skillful staff leader, effective in recruiting, supervising, and mentoring a dynamic team of fundraising professionals. The Director will possess a high level of knowledge and expertise in CRM software management, donor communications, and all areas of major gifts and gift planning strategies.

**EDUCATION**  
Bachelor's degree preferred

**REQUIRED QUALIFICATIONS**  
-Significant professional managerial experience working in development and fundraising.  
-Professional experience in major gifts in a non-profit environment, Experience in major gifts/development, or sales/marketing/non-profit sales is also acceptable.  
-Demonstrated understanding of the major giving process, principles, methods and practices including prospect research, cultivation, donor needs and stewardship

**PREFERRED QUALIFICATIONS**  
-Previous experience with major and planned giving programs within Public Media  
-Enthusiasm for the Wisconsin Public Radio mission

**JOB RESPONSIBILITIES**  
Directs and oversees the implementation of development strategies across operational units, cultivates relationships, and serves as the point of contact for stakeholder groups in support of institutional development goals.

* 15% Directs strategic planning development initiatives and establishes unit objectives to ensure appropriate use of financial, administrative, and staffing resources and alignment with the strategic plan
* 15% Advises institutional or divisional leadership on development priorities and program updates
* 5% Develops operating policies and procedures to comply with regulations, institutional policies, and unit objectives
* 25% Develops, implements and monitors development programs for the work unit, identifies opportunities for program improvement and oversees Gift Officer engagement strategies
* 15% Serves as the unit liaison among internal and external stakeholder groups, cultivating relationships, and providing organizational information and representing the interests of the unit
* 5% Develops and oversees the budget
* 5% Exercises supervisory authority, including hiring, transferring, suspending, promoting, managing conduct and performance, discharging, assigning, rewarding, disciplining, and/or approving hours worked of at least 2.0 full-time equivalent (FTE) employees
* 10% Coordinates and directs Major and Planned Giving donor communication efforts.
* 5% Coordinates the goals and efforts of the Major and Planned Giving work within the Customer Relationship Management (CRM) software system, and with other CRM users including PBS Wisconsin and Wisconsin Public Media.

**SALARY**  
**Minimum** $80,000 ANNUAL (12 months)  
The salary for this position will be dependent on qualifications and experience.

**ADDITIONAL INFORMATION**  
The person in this position will be required to comply with the Ethical Guidelines for All Staff of Wisconsin Public Radio and Television located here: <https://www.wpr.org/wpr-ethical-guidelines>, in addition to the UW-Madison code of ethics.

The University of Wisconsin is an Equal Opportunity and Affirmative Action Employer. We promote excellence through diversity and encourage all qualified individuals to apply.

Please note that successful applicants are responsible for ensuring their eligibility to work in the United States (i.e. a citizen or national of the United States, a lawful permanent resident, a foreign national authorized to work in the United States without need of employer sponsorship) on or before the effective date of appointment.

Position Requirements  
Don't meet every single preferred qualification? Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single qualification. If you're excited about this role, but your past experience doesn't perfectly align with every preferred qualification in the job posting, we encourage you to apply anyway. You may be just the right candidate for this or other roles with us.

Location  
WPR is headquartered in Madison, Wisconsin with additional offices located in six regional bureaus throughout the state. WPR is open to candidates working from any one of our seven locations. This is a hybrid friendly position. The selected candidate will be expected to travel to WPR's offices periodically.

The Opportunity  
Wisconsin Public Radio is seeking a dynamic development professional and strategic leader to advance our major and planned giving department and build relationships within and on behalf of WPR. The successful candidate will have the ability to lead by example as we build a deeper culture of philanthropy, taking a robust major and planned giving effort to the next level.

The Organization  
As a public radio pioneer, Wisconsin Public Radio has a strong commitment to innovation and is established as a top-tier public radio station known for its original programming. With a mission to inform, entertain, engage and inspire individuals and communities, WPR is a civic and cultural resource that exists to enlighten and enrich the quality of life for its audience. Over its 100-year history, WPR's network has grown to serve nearly 400,000 weekly broadcast listeners and online users every week.  
Headquartered in Madison on the University of Wisconsin campus, just down the street from the State Capitol, WPR's annual budget is over $25 million and is well-supported by more than 51,000 donors, business sponsors, and a flourishing major and planned giving program. WPR's Development Department - including Major & Planned Giving, Membership, and Business Development - is responsible for raising over $15 million annually. Our thriving fundraising program is committed to strategic storytelling and communications that engage audiences and donors to increase awareness of, and revenue for, the station's award-winning content on-air, online and in communities across Wisconsin.

Commitment to Diversity, Equity & Inclusion  
WPR is building a workplace where collaboration is essential, diverse voices are heard, and inclusion is the key to success. WPR seeks leaders who have demonstrated commitment to and understanding of diversity, equity, and inclusion.

**HOW TO APPLY**  
Apply online at [https://jobs.hr.wisc.edu](https://jobs.hr.wisc.edu/en-us/job/516144/director-of-major-planned-giving) by December 9, 2022. The job number is 269561.

The following must be received for your application to be complete: 1) Resume; 2) A cover letter describing how your experience relates to the listed required and preferred job qualifications. 3) A list of at least three professional references with titles, emails, and phone numbers (include at least one supervisory reference). Note that references will not be contacted without your prior knowledge.

Questions? Contact: [Kate Crawford](mailto:hr@wpm.wisc.edu), 821 University Avenue, Madison, WI, 53706; 608-262-5221