



Job Description

Job Title Director of Strategic and Annual Giving Job code: 2480		Reports To (Title) Executive Director	Creation / Revision Date Sept 2015 / Oct 2016
Dept Number 10-8319	Dept Name Foundation		
If this is a supervisory position, please complete these items			
Job Titles Reporting Directly to this position Development team – currently consisting of five major annual gift officers and 1 annual giving officer		Responsible for the following:	
		Annual Budget \$\$ \$140 million	# FTE's 6

A job description defines the job to be performed by a fully qualified employee who possesses the knowledge, skills, and experience required for the position. This is not designed to be an exhaustive list of all activities performed in the job.

This document should be reviewed and signed by the employee during department orientation. An electronic copy should be forwarded to the Human Resources department for future reference, and a signed copy should be forwarded to Human Resources and should be maintained in the manager's department education records.

JOB SUMMARY: a brief description of the job.
Serve as Director of Strategic and Annual Giving for the WellStar Foundation assisting with all fundraising efforts and participating in strategic planning and financial tracking. Collaborate with major gifts and annual gifts colleagues. Develop and oversee estate planning vehicles to strengthen legacy giving to the Foundation. Manage various WellStar Foundation Board committees (as assigned) empowering volunteers to assist in achieving financial goals. Regional travel to WellStar facilities will be required monthly, or as needed.

JOB QUALIFICATIONS: minimum requirements to be considered qualified to do the job.
Required <u>Minimum</u> Education: Bachelor's degree required.
Required <u>Minimum</u> Experience: 10+ years experience in major gift fundraising (\$10K and above gifts). Committed to building strong ties and relationships in the community. Excellent written/verbal communication skills. Proven expertise in campaign fundraising and accomplished in securing significant individual and corporate gifts. Healthcare and planned giving experience preferred.
Required <u>Minimum</u> Skills: Must have exceptional interpersonal/communication skills and a strong commitment to community engagement. Proficiency in Microsoft computer applications and Raisers Edge, or similar fundraising database required.

PHYSICAL DEMANDS AND WORKING CONDITIONS: typically found in this job.
Check one to indicate exposure to blood, body fluid, or tissues: (double click box and select "checked")
<input type="checkbox"/> Category 1: This job poses the potential of occupational exposure in routine tasks performed.
<input type="checkbox"/> Category 2: This job may pose the potential of occupational exposure. Regular job tasks do not involve exposure, but the employee may have potential exposure in some tasks.
<input checked="" type="checkbox"/> Category 3: This job does not pose the potential of occupational exposure in any duties.

WELLSTAR CORE COMPETENCIES (apply to all WellStar Team Members):

Communication: Communicates well both verbally and in writing, creates accurate and punctual reports, delivers presentations, shares information and ideas with others, has good listening skills.

Customer Focus: Builds customer confidence, is committed to increasing customer satisfaction, sets achievable customer expectations, assumes responsibility for solving customer problems, ensures commitments to customers are met, solicits opinions and ideas from customers, responds to internal customers.

Integrity/Ethics: Deals with others in a straightforward and honest manner, is accountable for actions, maintains confidentiality, supports company values, conveys good news and bad.

Financial Stewardship: Plans for and uses resources efficiently, always looks for ways to reduce costs,

Dependability: Meets commitments, works independently, accepts accountability, handles change, sets personal standards, stays focused under pressure, meets attendance/punctuality requirements.

Job Knowledge: Understands duties and responsibilities, has necessary job knowledge, has necessary technical skills, understands company mission/values, keeps job knowledge current, is in command of critical issues.

Problem Solving/Analysis: Breaks down problems into smaller components, understands underlying issues, can simplify and process complex issues, understands the difference between critical details and unimportant facts.

Teamwork: Meets all team deadlines and responsibilities, listens to others and values opinions, helps team leader to meet goals, welcomes newcomers and promotes a team atmosphere.

Safety/ Work Environment: Promotes mutual respect, demonstrates consistent application of safety absolutes and the Safety First Program and keeps workplace clean and safe.

Quality: Is attentive to detail and accuracy, is committed to excellence, looks for improvements continuously, monitors quality levels, finds root cause of quality problems, owns/acts on quality problems.

RESPONSIBILITIES, ROLES, AND FUNCTIONS: A set of functions that define the job's reason for existence. Not to be confused with core competencies. (TAB at the end to enter a new line)

% of Time Spent

Total 100%

Break down each responsibility into 3 to 5 tasks/activities that make up the responsibility. In other words, show what the employee does in the job to accomplish the job's objectives.

Provide the normal percentage of time spent on each overall responsibility. →

1. Participate in all WellStar Foundation major gift and campaign efforts.

- a. Assist in developing campaign strategies to include internal, community and physician leadership.
- b. Work with the Foundation development team to define the case for support.
- c. Assist in establishing naming opportunities throughout the System.
- d. Ensure that a stewardship plan is secured for each major donor.
- e. Develop individual, corporate and foundation prospect relationships to support each campaign.
- f. Oversee and coordinate volunteer committees, as assigned.
- g. Build and maintain a strong donor portfolio.

50%

2. Represent team major gift fundraising efforts at the WellStar Foundation.

- a. Collaborate with the development team in all major gifts fundraising.
- b. Build a strong donor portfolio across service areas, cultivating impactful relationships ensuring increased participation and giving to the WellStar Foundation.
- c. Track individual efforts for cultivation, solicitation and stewardship in the database.
- d. Oversee planned giving efforts for the WellStar Foundation

30%

3. Strive to ensure that the WellStar Foundation reaches the annual fundraising goal each fiscal year.

- a. Qualify, cultivate and solicit donors to meet personal and team goals.

20%

- b. Represent the Foundation in community activities when assigned.
- c. Represent the Foundation to Regional Boards and committees as assigned.
- d. Assist Foundation Executive Director in managing Foundation Board activity.
- e. Assist with Foundation special events

Printed Name: _____ Employee's Signature: _____

Date: _____ Employee ID Number: _____

The employee's signature documents the opportunity to review and clarify the information outlined above.

Job Description	
Original Creation Date	Nov 2015
Revision Dates	Oct. 2016
Final Approver(s)	Penny Morrison Ross
Date Approved	
Education Requirement	Bachelors
Certification Requirements	(no minimum certification required)
License Requirements	
Evidence-based Practice References	
<i>This job description replaces all previous job descriptions for the same job code/job title.</i>	