

320 E Gutierrez Street
Santa Barbara, CA 93101
www.unitedwaysb.org

Position: Major Gifts Officer
Organization: United Way of Santa Barbara County
Duration: Full time
Location: 320 E Gutierrez Street, Santa Barbara, CA (In-Office)
Reports to: Director of Strategic Partnerships & Advancement
Compensation: \$70,000-\$95,000 annually, DEO

Position Overview: Major Gifts Officer

The Major Gifts Officer implements effective strategies that identify, cultivate, solicit, and stewards current and prospective leadership donors, developing charitable giving plans that meet the goals of the donor and their families. This position facilitates community focused communications and events for donors, engaging individuals from across the community. Works cross-functionally with Community Impact and Finance departments.

Key Responsibilities:

Under the direction of the Director of Strategic Partnerships & Advancement:

A. Development & Fundraising Responsibilities

- **Leadership Collaboration:** Work closely with the Director of Strategic Partnerships and Advancement to organize and direct efforts to reach customer-driven quality goals and increase revenue.
- **Portfolio Management:** Utilize Moves Management to identify, qualify, and maintain an assigned portfolio of 100+ leadership and ADT donor and prospect accounts, leading to an increase in annual giving.
- **Fundraising Mix:** Utilize an appropriate mix of face-to-face solicitation, grant writing, direct mail, fundraising events, corporate gifts, employee gifts, retiree gifts, major gifts, and planned gifts to accomplish the organization's development goals.
- **Donor Engagement:** Meet with key donors, their families, and advisors for the purpose of cultivating new, and maintaining current donors and better engaging them in the mission of UWSBC. Create a communication and marketing plan for each assigned individual.
- **Presentations:** As needed, deliver development presentations to community members, donors, and other stakeholders.
- **Brand Consistency:** Maintain a consistent organizational brand image through all development activities, promotional materials, and events.
- **Community Representation:** Represent United Way of Santa Barbara County at trade or community meetings to promote programs and services.
- **Reporting:** Meet weekly with the Director of Strategic Partnerships and Advancement to provide fundraising reports, analysis, and regular status reports on all development-related activities.
- **Cross-Functional Collaboration:** Work cross-functionally with other departments to achieve organizational goals.

B. Event Management

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- **Event Planning:** Work closely with the Director of Strategic Partnerships and Advancement and other team members to plan and host strategic fundraising events throughout the year.
- **Sponsorships:** Obtain sponsors and underwriting gifts to offset event expenses.
- **Event Attendance:** Takes the leadership role in recruiting event attendees through personal phone calls, emails, and other forms of communication.
- **Event Responsibilities:** Currently includes Annual Awards, ADT/Leadership Reception, Red Feather Ball, Parlor events, and other events as assigned.

C. Data Management

- **Accurate Record Keeping:** Maintain the integrity of data systems and records, ensuring meticulous organization and accuracy in the documentation of funding data and other pertinent information.
- **Reporting:** Generate comprehensive reports delineating program growth and productivity, leveraging data insights to inform strategic decision-making.

Qualifications:

- Bachelor's degree and five years+ fundraising, donor relations, non-profit, or related experience required, or an equivalent combination of experience and education is preferred
- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

Physical Demands and Work Environment

The physical demands and work environment characteristics 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.

Desired Knowledge, Skills, and Abilities

- Excellent writing skills
- Ability to work independently
- Speak comfortably in front of large groups of people
- Perform under strong workloads and high expectations
- Establish a schedule of work activities and proper focus on priorities
- Manage multiple projects simultaneously with high attention to detail
- Deliver firm approach to communicating expectations to applicants
- Carry out procedures to ensure work is completed error-free
- Ability to handle restricted, confidential, private, or personal information
- As needed, work a flexible schedule outside of standard office hours.

General: This description contains the essential functions necessary to evaluate the position. It is not intended and should not be used as an exhaustive list of all responsibilities, skills or efforts.



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About United Way of Santa Barbara County:

Since 1923, United Way of Santa Barbara County has been a key leader in local efforts to empower children, families, and communities through its own unique collaborative programs and initiatives, partnership convening efforts, volunteer development, and funding. United Way’s mission is to enrich the lives of children and families and build resilient communities by leading local programs and partnerships that improve school readiness and academic achievement, financial empowerment, and crisis response and recovery. To learn more, please visit unitedwaysb.org.

Core Competencies

Mission-Focused	All United Way employees recognize that the organization’s top priority is to create real social change that improves lives and changes community conditions. This drives their performance and motivations.
Relationship-Oriented	All United Way employees are responsible for cultivating and managing relationships, fostering an atmosphere of trust, while taking a collaborative approach to addressing issues.
Results-Driven	All United Way employees are accountable for achieving individual performance goals in support of organizational goals.
Brand-Steward	All United Way employees are stewards of the brand and understand their role in protecting the reputation of the organization.
Continuous Learning	All United Way employees demonstrate a desire to acquire knowledge, skills, and abilities necessary to perform effectively.
Critical Thinking	All United Way employees use critical thinking skills to solve problems through basic research, analysis, and interpretation.
Professional Behavior	All United Way employees conduct themselves in a professional manner and follow organizational guidelines and standards.

United Way of Santa Barbara County provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.