

Director of the Comprehensive Campaign

Summary of Position:

Jewish Federation of Palm Beach County (Federation) seeks a mission-focused, strategic, and process-minded, development leader to provide operational leadership for a Multi-Year Comprehensive Campaign (MYCC) that is now in its planning stages, including coordination of our Major Gifts Program.

In Fiscal Year 2019, the Jewish Federation of Palm Beach County received nearly \$30 million in total philanthropy, including annual fundraising (Annual Campaign, designated giving, and more), the Jewish Community Foundation, and the capital campaign. Today, Federation is in the early stages of the development of a MYCC that is anticipated to include all gifts made to Federation. The Director of the Comprehensive Campaign will play an integral role in creating, launching, and leading the MYCC, and ensuring its success through strategic management and partnership with the President & CEO, Chief Development Officer, Campaign Committee, Board members, and stakeholders across Jewish Palm Beach.

Reporting to the Chief Development Officer (CDO), the Director of the Comprehensive Campaign will manage the MYCC operation, support its volunteer organization, coordinate the solicitation activity for Federation's six-figure+ gifts, and support the frontline development work of the President & CEO, the CDO and lay leaders of the MYCC.

Campaign management:

- Lead and manage the progress of a nine-figure Multi-Year Comprehensive Campaign (MYCC), including all gifts made to Jewish Federation of Palm Beach County for Federation programs, our partners, and beneficiaries.
- Serve as the project manager for the MYCC, including tracking deliverables and responsible parties.
- Serve as primary liaison and Campaign advisor to partner agencies and beneficiaries whose fundraising efforts are not managed by Federation.
- Works in partnership with Development Operations to develop and implement campaign measurement tools and reports, including campaign reports, and staff metrics and goal setting. Analyzes MYCC reporting and reports back to Senior Team. Works with President & CEO and CDO to analyze and evaluate MYCC status to determine strengths, weaknesses and opportunities for enhancement.
- Staffs and attends meetings led by the CDO about the MYCC, as needed. Oversees agenda creation, collects necessary information, makes recommendations on next steps and ensures follow-through on tasks.
- Designs and delivers MYCC reports that reflect up-to-date activity and progress.
- Prepares monthly updates on MYCC readiness and progress for internal and external stakeholders.

- Works in partnership with CDO to support MYCC lay leaders by developing strategies for meetings and events, including agendas, campaign status updates, appropriate written materials and donor/prospect lists.
- Provides timely follow-up from MYCC Chairs meetings and communicates campaign related activity on a weekly basis to MYCC Chairs.
- Organizes and monitors volunteer cultivation, solicitation and stewardship assignments and follow up. Prepares MYCC Chairs and other MYCC leaders for meetings with donors, including talking points.
- Works in partnership with CDO and Marketing to develop campaign materials and campaign volunteer tools. Creates and executes donor recognition and stewardship strategies as a tool to enhance gift magnitude.
- Executes special events for MYCC leadership and staff.
- Ensures organizational high-quality customer service delivery for MYCC donor interactions.

Solicitation management:

- Leads the screening and rating process, by which lay leaders will identify the wealth, interests, inclination, and influencers of our top 250-300 donors.
- Oversees and supports a data-driven approach that ensures staff members execute strategies that result in the meaningful engagement and successful solicitation of prospects. Tracks solicitation pipeline to ensure that solicitations are occurring with the frequency that is required to meet development goals.
- Coordinates the assignments of our top ~300 possible donors to staff; tracks next steps by development officers and ensures that the next steps are pursued and acted on. Alerts CDO of trends in activity, such as strategies that are not being implemented in the agreed upon timeline.
- Stays abreast of the strategies for all cases for giving and makes recommendations for possible gift opportunities, cultivation activities, and more.
- Establishes a capacity rating for each possible major donor and their philanthropic history to other organizations.
- Maintains knowledge and awareness of moves management for all \$25K+ plus gifts, stewardship plans for \$100K plus donors and prospect plans for selected donors.
- Meets regularly with President & CEO to manage solicitations, calls and visit follow-up and reports progress on to appropriate Development Officers as well as records in SAND. Works with Executive Assistant to the President & CEO to ensure timely meetings and solicitations of identified donors and prospects.
- Serves as a strategic resource to the CDO in his development work.
- Advises Donor Officers on crafting major gift and stewardship plans for all MYCC prospects and donors.

Additional:

- Serves as principal liaison to the MYCC consulting firm.
- Other duties as assigned with or without accommodation.

Minimum Requirements:

Education:

- Bachelor's Degree

Experience:

- 5+ years equivalent knowledge or experience

Preferred Skills/Qualifications:

- Experience with fundraising and committee management
- Successful experience managing organizational growth and change
- Demonstrated success managing administratively complex organizations and working with a wide variety of organizational levels and personalities
- Effective interpersonal skills
- Strong organizational skills
- High level of energy, sense of humor, creativity and flexibility
- Efficient communication both verbal and written
- Proficient in Windows environment, including MS Word, spreadsheet, Database and Internet

Skills/Competencies:

- Ability to advance complex projects and solve problems collaboratively,
- Ability to plan and implement events and meetings
- Ability to take initiative and work independently and creatively
- Ability to prioritize tasks, balance multiple assignments, meet deadlines

Organizational Relationships/Scope:

Reports to Chief Development Officer. Has no direct reports.

Working Conditions:

Normal office conditions.

Please Note: The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of employees assigned to this position.