

Director of Major and Planned Gifts

Reports to: Vice President for Institutional Advancement

Date Updated: February, 2010

Primary Objective:

The Director of Major and Planned Gifts is responsible for overseeing the administration and marketing of the planned giving program along with engaging in the cultivation and solicitation of special gift prospects.

Specific Responsibilities:

- Promote the concept of planned giving among all constituents of the college.
- Develop and maintain a planned giving prospect management system.
- Maintain and/or initiate personal contact with planned gift and major gift prospects – an average of 3 to 5 visits a week.
- Serve as a resource person for development staff on matters relating to planned giving.
- Coordinate printed and electronic planned giving communication.
- Create gift illustrations and gift agreements.
- Write planned giving articles for MHC publications.
- Work with planned gift fiduciaries and legal advisors to ensure timely reporting and processing of planned gifts.
- Identify strategies to develop and enhance major gift relationships.
- Solicit on consistent basis major gift prospects.
- Help coordinate special and capital fundraising projects as needed.
- Craft scholarship and other endowment agreements.
- Solicit upper tier annual fund prospects.

Supervises the Following Employees:

None

Required Experience:

Three years of fundraising within higher education with at least one year of experience preferred in major gifts and/or planned giving or a commensurate “for profit” background in estate plan management.

Educational Background:

A bachelor’s degree is required. A master’s degree is preferred but not essential.

Required Knowledge, Skills and Personal Qualifications:

- Familiarity in word processing, fundraising databases, and planned giving software.
- Ability to work well as a team member.
- Strong written and oral communication skills and the capacity to relate to all college constituents, particularly senior friends and agents of wealth.
- Knowledgeable about tax legislation and economic trends impacting planned gift marketing or desire and ability to acquire such knowledge.
- Ability to establish and meet goals and objectives.
- A good sense of humor is highly desired.
- Initiative, persistence, diplomacy, and patience.
- A good listener
- A commitment to higher education and the mission of Mars Hill College.

Mars Hill College is an EOE.

Resumes and applications are not accepted by fax or email.

To apply, submit a letter naming the position, a completed college application ([available here](#)) and your resume to:

Mars Hill College
Human Resources Office
PO Box 6664
Mars Hill, NC 28754-5000