

# Paschal • Murray

EXECUTIVE SEARCH

*Position Announcement*

## Director, Major Gifts College of Liberal Arts & Sciences

Wayne State University  
Detroit, Michigan



# WAYNE STATE

## College of Liberal Arts and Sciences

### Reports To

Senior Director, Major Gifts

### Organization Profile

Wayne State University is a premier, public, urban research university located in the heart of Detroit. Founded in 1868, Wayne State today pursues scholarship at the highest levels and serves a diverse body of nearly 25,000 students through a broad array of approximately 350 academic programs.

Since its founding, Wayne State has been inextricably linked to a city that has been a symbol of the American dream and a kaleidoscope of cultures, ambition, inspiration, contradictions and challenges. In recent years, the spirit and resilience that once made Detroit great has re-emerged in full. With a new vision, new leadership, willing participation, growing investment, economic growth and, most of all, palpable optimism, Detroit has become a model for the reinvention of the great American city.

Throughout Detroit's changing fortunes, Wayne State has remained a steadfast partner, playing a lead role in the city's resurgence while maintaining the university's historical commitment to opportunity and excellence.

Opportunity is embodied in the chance for a diverse array of students from across the community and around the world to study at a major research university and prepare for a lifetime of success. It is found in the cultural and community experiences that are unique to a Wayne State education, including the opportunity for students to help remake a city, strive for social justice and serve the people of the community. It is evident in the wide spectrum of academic programs at the undergraduate, graduate and professional levels. At Wayne State, students can learn from professors at the forefront of their disciplines and participate in the creation of new knowledge. Most of all, opportunity means a chance for students with desire and talent to achieve their dreams, no matter what their backgrounds.

At Wayne State University, excellence is evident in the quality of its faculty, the caliber of its research and the rigorous academic expectations of its students. It undergirds and guides our endeavors both in and out of the classrooms and labs and fuels a relentless pursuit of improvement.

## Position Summary

The Director, Major Gifts (Director) will provide strategic direction and manage the major gift officers on the College of Liberal Arts and Sciences fundraising team (CLAS). The Director will assist in the development and implementation of fundraising strategies and initiatives in support of the established CLAS fundraising priorities. The Director will be responsible for managing a portfolio of major donors in all stages of the donor cycle; this will include cultivation, solicitation, and stewardship. As a supervisor, the Director will be responsible for approving expenditures and ensuring the team operates effectively within the allocated expense budget.





## Specific Responsibilities

### Portfolio Management – 30%

Effectively manage a portfolio. Oversee the cultivation and solicitation of major individual donors. Manage a portfolio of prospects and conduct one-on-one visits to qualify, cultivate, solicit and steward donors and prospects to increase philanthropic giving. Model best practices in major gift fundraising.

### Individual and Team Performance – 25%

Responsible for leading direct reports to meet unit fundraising goals and achieving individual fundraising goals; allocating and prioritizing time and resources to achieve the greatest return on investment. Performance and productivity will be measured on the following core metrics as determined annually:

- Dollars raised through new gifts and pledges
- Dollars raised toward campaign goals
- Number of major gift solicitations of \$25,000+
- Number of major gifts closed at \$25,000+
- Number of prospect visits and meaningful contacts each month

### Management – 20%

Supervise a diverse staff, effectively managing performance to meet individual and team initiatives; foster a collegial and highly productive work environment. Recruit, interview, hire, train, coach, evaluate, and discipline staff. Establish and communicate performance expectations in a manner that motivates and empowers staff to fulfill job duties.

Encourage, support, and ensure employee participation in professional

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development, training and fundraising programs.

**Strategy – 15%**

In partnership with the senior director, develop and lead solutions to strengthen the College's fundraising production and alleviate barriers to donor engagement and gift stewardship.

**Collaboration – 5%**

Collaborate with divisional units (e.g., Corporate Philanthropy, Foundation Relations, Annual Campaigns, Planned Giving, Donor Experience and Prospect Development) as well as other university units to ensure operational efficiencies within the unit.

**Representation – 5%**

Network with outside professional groups and organizations to keep abreast of current industry trends and best practices related to fundraising. Represent the Division of Development & Alumni Affairs at industry or community meetings at the request of leadership. Special projects and other duties as assigned.

**Knowledge,  
Skills and  
Abilities**

**Communication Skills:** Ability to communicate clearly, concisely and professionally both orally and in writing. Strong interpersonal skills are a must. Ability to work successfully with persons from diverse backgrounds.

**Planning and Organization:** Ability to manage several projects simultaneously, prioritize and plan work activities while meeting respective deadlines. Strong organizational and time-management skills required. Maturity, sound judgment and ability to handle multiple tasks simultaneously in a deadline-oriented environment.

**Analytical and Presentation Skills:** Ability to evaluate, interpret, and present complex information effectively in professionally prepared documents or presentations. Must possess a demonstrated attention to detail in order to achieve a high degree of accuracy.

**Technical Skills:** Proficient in the use of complex administrative systems software, preferably in the higher education environment. Proficient with Microsoft Office suite, especially Word, Excel and Teams. Ability to understand and translate complex concepts into lay terms.

**Learning Agility:** Independent and innovative self-starter who displays an ability to learn quickly and easily adapts to changing situations. Experience researching topics to gain knowledge and understanding when information gaps exist.

**Leadership Skills:** Demonstrated strong leadership skills that can influence and motivate individuals and groups to achieve results.

**Teamwork:** Ability to collaborate effectively with colleagues within the division and other units to gain full understanding of the project and desired outcome; ability to produce high quality and consistent results with assistance of team members; provide support to teammates when tackling complex projects.

**Diversity, Equity & Inclusion:** Demonstrates a commitment to diversity, equity, and inclusion through continuous development, modeling inclusive behaviors and proactively managing implicit bias.



## Qualifications

Qualities and experiences that ideal candidates should display include:

- Bachelor's degree in marketing, public relations or business administration or related field from an accredited college or university.

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- Reasonable knowledge and understanding of university policies and procedures.
- Five years of experience working as a fundraising professional in direct major donor solicitations in excess of \$25,000.
- Management experience.
- Direct experience with creating fundraising plans and conducting major gift solicitations.
- Understanding of trends and best practices within higher education fundraising.
- Positive and collaborative professional philosophy.
- Driven to achieve goals.

### **Preferred**

Preference will be given to candidates that also display one or more of the following:

- An advanced academic degree.
- Certified Fund Raising Executive (CFRE).
- Experience in a fundraising role within an educational setting or institution.
- Fundraising experience from an institution of Higher Education.

### **Memorandum**

The salary and benefits are competitive and commensurate with experience and qualifications. Paschal•Murray supports the commitment of our client in encouraging applicants from diverse backgrounds and cultures. As a condition of employment, our client reserves the right to conduct background verification including academic, work, driving, credit, and criminal histories.

This position announcement is not intended to be an exhaustive list of all responsibilities and requirements. It is presented as a fair reflection of the principal job elements.

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Nominations and applications are welcome. Please send résumé and letter of application as separate documents attached to an e-mail message to:

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