

Paschal • Murray

EXECUTIVE SEARCH

Position Announcement

Senior Major Gifts Officer

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 Senior Major Gifts Officer (SrMGO) will provide expertise and experience while participating in fundraising efforts, strategies and initiatives for the College of Liberal Arts and Sciences. Manage a prospect portfolio to achieve fundraising and activity-based goals annually. Cultivate, solicit and steward major gift donors to meet established fundraising goals within the allocated expense budget.

**Specific
Responsibilities**

Strategy – 25%

Serve in the role of fundraising professional by providing expertise and guidance in identifying philanthropic needs and priorities. Work with the AVP and Sr. Director of Major Gifts, Dean, Department Chairs and faculty. Develop major gift fundraising plans and strategies. Establish realistic and achievable timeline. Remain current with fundraising trends.

Portfolio Management – 25%

Manage a prospect portfolio to achieve fundraising and contact goals annually. Establish and implement prospect qualification, cultivation, and solicitation strategies with a particular focus on securing commitments of \$25,000+. Engage university leadership and college-based colleagues as appropriate to support prospect strategies.

Performance - 20%

Responsible for achieving annual fundraising goal and assisting in meeting unit and division 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 for campaign gift commitments
- Number of major gift solicitations of \$25,000+
- Number of major gift closures at \$25,000+
- Number of face-to-face prospect and donor meetings (in-person and virtual visits)
- Number of meaningful, significant contacts each month

Collaboration – 15%

Serve as a resource for Development units (e.g., Corporate Relations, Foundation Relations, Donor Experience, Planned Giving, and Prospect Development) as well as other university units to ensure operational efficiencies within the unit.

Administration – 10%

Draft and negotiate gift and pledge documentation ranging from moderate to high complexity. Ensure timely routing of donor contributions to central development for processing.

Other Duties – 5%

Perform other related duties as assigned.



WAYNE STATE UNIVERSITY

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. Demonstrated ability to manage and execute multiple creative projects in various media, often at the same time. 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.

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.

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.

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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.
- 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.
- 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.
- 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.

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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