

**ASSOCIATE DIRECTOR OF INDIVIDUAL GIVING**

**Department: Development**

**Reports to: Director of Development**

Transforming Philadelphia through the power of film.

As the producer of the Philadelphia Film Festival and creative force behind the Philadelphia Film Center and PFS Roxy Theater, The Philadelphia Film Society (PFS) raises awareness of film as an important art form in Philadelphia, and serves as a vital piece of the city's arts and culture community. The Philadelphia Film Society is looking for an experienced and dedicated Development professional to shepherd the organization into its next chapter of growth.

The Associate Director of Individual Giving will develop, lead, and implement an individual gifts strategy. This position is responsible for leading and managing donor cultivation, solicitation, stewardship and prospect research with the ultimate goal of expanding individual and major donor revenue.

The Associate Director reports directly to the Director of Development and works closely with the Executive Director, the Associate Director of Institutional Giving and the Membership Associate, who offers administrative support to the development team.

**PRIMARY DUTIES AND RESPONSIBILITIES**

- Design, implement and manage donor programs executed through the CRM system to drive individual gifts, including annual appeals, acquisition, and planned-giving.
- Grow donor relationships through a strategic and well-crafted Moves Management system, designed to convert ticket buyers into members; members into donors; and donors into investors (capital, endowment and planned giving donors).
- In coordination with the Director of Development, oversee the successful roll-out of the Film Society's inaugural Annual Fund program
- Work with development team to maintain a highly engaging donor cultivation cycle and gift stewardship program to ensure that new major donors are developed, existing donors are encouraged to upgrade, and all major donors benefit from a close relationship with PFS.
- Coordinate efforts to sustain and grow the individual donor base at all giving levels and apply best practices to increase gift size and maximize retention.
- Work with the development team to design and execute cultivation and stewardship events to engage and solicit donors including the annual Lumière Celebration and Oscars Party.
- Collaborate closely with the marketing and communications team on strategies to support and execute fundraising campaigns across various channels ensuring consistency of voice, tone and messaging across all platforms and channels.
- In collaboration with the Director of Development, develop and execute major giving cultivation and stewardship cycles with a focus on prospect research of high net worth individuals;
- Conduct and analyze active and ongoing research around individual prospects and current donors, prepare comprehensive donor profiles and briefing materials for all donor calls and meetings.
- Oversee the membership program; create and implement acquisition and retention strategies, and manage the Membership Coordinator.

**PHILADELPHIA FILM SOCIETY**

**PFS Roxy Theater | Philadelphia Film Center | Philadelphia Film Festival**

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- Expand engagement in membership recognition programs (for example the Young Friends, Lumière Society, and Spotlight Circle groups).
- Collaborate with the Volunteer Manager to solicit and train membership volunteers, develop appropriate training materials, and oversee membership volunteers/tables festival and year round special events.
- Oversee communications schedule (bi-weekly newsletters to membership and manage department content for monthly e-newsletter) and set communication goals for the membership coordinator.
- Assume other tasks and responsibilities as needed.

## SKILLS

- Proven technical expertise as demonstrated in the ability to:
  - Research, analyze, and organize effectively.
  - Use MS Office applications (i.e. Word, Excel and Outlook), donor research platforms (i.e. Wealth Engine, Lexus Nexus) and database management software (Salesforce) proficiently.
- Excellent leadership skills as demonstrated by the ability to:
  - Create and maintain a positive work environment that provide inspiration, establishes accountability, and offers opportunities for professional growth.
  - Make timely decisions that positively impact the team’s ability to achieve success.
- Successfully interact and present to a wide variety of stakeholders internally and externally.
- Effectively plan and execute multiple activity and project streams.
- Collaborate in a multi-cultural environment.

## QUALIFICATIONS

- Bachelor’s degree or equivalent work experience required.
- Three to five years of experience in raising significant income through individual giving required.
- Strong familiarity with the Greater Philadelphia philanthropic community is preferred, but not required.

## COMPENSATION

Salary and benefits are competitive and commensurate with experience. The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job, nor is it to be interpreted as a contract for employment. PFS is an Equal Opportunity Employer. Recruitment, hiring, promotions and other terms, conditions and privileges of employment shall be maintained in a manner which does not discriminate on the basis of age, race, creed, color, national origin, sex, sexual orientation, gender expression, marital status, physical or mental disability, veteran status, or military status, or in violation of any applicable Federal, state or local legislation.

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