

AMERICAN FILM INSTITUTE

Job Description

POSITION: Senior Director, National Advancement
DEPARTMENT: Advancement
LOCATION: Los Angeles Campus

PRINCIPAL RESPONSIBILITIES:

The Senior Director, National Advancement leads Major Gifts and Institutional Giving in a department of 13 fundraising professionals, focusing on major gifts for the American Film Institute, with an emphasis on support for the AFI Conservatory, America's leading graduate filmmaker training program.

The Senior Director oversees management of two critical constituent groups, the AFI National Council – a group of leading philanthropists from across the country, and the Alumni Council of the Lawrence Herbert Alumni Center – an advisory group of prominent graduates of the AFI Conservatory. In addition, the Senior Director oversees institutional grants and the scholarship program for the AFI Conservatory.

Reporting to the Chief Advancement Officer, the Senior Director is a member of a four-person leadership team in the Advancement Department and works closely with the Dean, AFI Conservatory and Executive Vice President, AFI.

PRINCIPAL DUTIES:

- In collaboration with the Chief Advancement Officer (CAO), develop and implement annual comprehensive strategic plans for the AFI Major Gifts program, including AFI National Council, foundation and government support for the AFI Conservatory, AFI Festivals and other initiatives.
- Collaborate with the Dean, AFI Conservatory and Executive Vice President, AFI to identify Conservatory and Education program priorities and engage Conservatory leadership, faculty and alumni as fundraising volunteers in solicitation and stewardship activities.
- Work in tandem with the staff of the Lawrence Herbert Alumni Center to ensure the strategic management of Alumni relationships to maximize support for the Conservatory.
- Manage the Alumni Council of the Lawrence Herbert Alumni Center and manage cultivation, solicitation and stewardship of alumni of the AFI Conservatory in collaboration with the Manager Alumni Affairs with a focus on gifts of \$5,000 or greater.
- Work collaboratively with the CAO and Director, Individual Giving to leverage Membership and AFI Premiere Circle rolls as a pipeline to AFI Major Gifts programs.
- Engage AFI program directors to develop funding opportunities for support of major initiatives, including preservation and educational programming as well as awards programs.

- Actively engage National Council members and AFI Alumni in connecting to new funders.
- Oversee the scholarship program of the AFI Conservatory.
- Active participation in AFI Advancement leadership team – developing strategy, setting standards for the department and sharing resources and information with colleagues.
- Demonstrate the highest level of professionalism and fundraising ethics in the execution of all responsibilities.
- Support the CAO in the development and implementation of the overall Advancement department priorities.
- Perform other duties and responsibilities as assigned.

EXPERIENCE/SKILLS REQUIRED

- Genuine interest in film and support of AFI's mission with natural ability to articulate this mission to others.
- Bachelor's degree required, Master's degree preferred.
- Minimum five years of individual giving experience with a minimum two years related major gifts experience. Experience in higher education valued.
- Experience planning and executing special events in donor homes and other exclusive locations working closely with volunteer leadership.
- Experience working with a broad base of leaders and in the training, managing and motivating of key volunteers.
- Maintain professional standards, ethics and best practices of individual giving and non-profit management.
- Knowledge of planned giving tools and strategies.
- Exceptionally detail-oriented with the proven ability to handle numerous projects with appropriate follow-up and reporting activities while not losing sight of the big picture.
- Proven project management skills with the ability to take a project from conception through completion with minimal supervision.
- Success in the cultivation, solicitation and stewardship of high net worth donors.
- Strong, time management, organizational and multi-tasking skills, coupled with the ability to work independently.
- Excellent oral and written persuasive communication, including grammatical and proofreading abilities and presentation skills.
- Excellent computer skills with strong knowledge in Word, Excel, Keynote and database management skills. Familiarity with the Tessitura database preferred.
- Strong analytical and problem-solving skills and the ability to adapt to a diverse set of issues.
- Professional, collegial and cooperative attitude with internal and external contacts.
- Personal integrity and the ability to inspire confidence and trust.
- Must be available to travel.

SUPERVISION:

The Senior Director, AFI National Advancement performs all duties and responsibilities under the supervision of the Chief Advancement Officer.