



The Potomac School

Manager of Campaigns and Major Gifts

The Manager of Campaigns and Major Gifts is a full-time position and member of The Potomac School's Advancement Office with responsibility for the overall management and day-to-day operations of the current comprehensive campaign through 2021, and subsequent major gifts initiatives identified by the School's leadership thereafter. Reporting to the Director of Advancement and working in partnership with the campaign consultant and senior staff, the Manager ensures that all aspects of the campaign run smoothly and efficiently, including execution of the campaign operating plan, adherence to the campaign timetable, and achievement of the campaign goals.

Duties and Responsibilities:

- In collaboration with the Director of Advancement and campaign consultant, manage the campaign pipeline and moves management process, including:
 - Prioritizing and organizing the prospect pipeline;
 - Developing targeted cultivation plans and solicitation strategies;
 - Preparing comprehensive briefing documents that include financial and biographical research and suggested talking points for volunteers and staff solicitors; and
 - Documenting all pertinent information relating to cultivation, solicitation and stewardship in relevant databases.
- Liaise with key volunteers, the Director of Advancement and the Head of School's office to schedule cultivation and solicitation meetings, with accountability for all logistics and details relating to the meetings.
- Oversee all aspects of prospect research, including coordination with the campaign consulting firm and outside resources.
- Manage all aspects of data management, both electronically and in paper files as needed, ensuring that meeting notes and strategies are accurately recorded.
- Manage campaign gift processing, ensuring that donors are acknowledged both by staff and volunteers in a timely way, and that gift agreements and pledge documents are prepared and tracked. Coordinate with members of the Development team to ensure donors are sent pledge reminders, tracking progress.
- Oversee donor stewardship, creating systems to track and manage all aspects of the stewardship cycle, including recognition such as donor walls, plaques, and press releases, as well as monitoring and creating strategies to strengthen relationships between donors and Potomac.
- In collaboration with assigned Development staff, manage campaign events, including regional cultivation events, the public campaign launch, high-level stewardship events – including ground-breaking and recognition events – as well as the campaign close.
- Oversee campaign reporting, collaborating with the campaign consultant where necessary to ensure that staff, volunteers, Board members, and others are informed of campaign progress and important metrics and analysis.
- Coordinate with Potomac's communications office to oversee all campaign materials, the campaign website, press releases, articles in Potomac publications, etc.



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Qualifications:

- Bachelor's Degree required
- Minimum three years' experience in fundraising; experience working in a campaign environment preferred
- Proficiency in data base management and moves management functionality
- Excellent communications skills, including strong writing skills
- Strong quantitative skills; experience creating donor reports and analysis preferred
- Experience in prospect research with working knowledge of external databases and resources available for obtaining information
- Demonstrated ability to prioritize work and independently manage multiple, diverse and competing priorities while meeting deadlines
- Exceptional verbal and interpersonal skills that foster positive relationships with diverse populations
- Excellent computer skills including proficiency in Word, Excel, PowerPoint, Internet and email and demonstrated ability to quickly learn various software programs
- Strong organizations skills and unfailing attention to detail and accuracy
- Ability to maintain strict confidentiality in all aspects of work