

Director of Planned Giving

# Office of Institutional Advancement

**Position Summary:**

The director will manage a comprehensive planned giving program leading the institution’s increased emphasis in this area.

**Qualifications:**

A personal commitment to Jesus Christ and support of the Christian character and mission of Sterling College. A clear understanding of and ability to articulate the distinctives of a Christian liberal arts education. Determined, self-motivated, creative, organized, and able to present a persuasive case for support of the College. At least five years of planned giving experience, preferably in a higher education setting. Experience in a related field will be considered. Experience working with a College/university foundation desired. Bachelor’s degree required; Masters preferred. Excellent oral and written communication skills. Success in closing gifts is essential. A strong command of deferred giving vehicles required. An understanding of marketing and market segmentation and an enthusiasm for external relations. Proven strategic planning skills. Must enjoy contributing to a team effort. A willingness to travel is required.

**Responsibilities:**

* Collaborate with volunteers, senior administrators and the advancement team of the College in identifying, qualifying, cultivating and soliciting gift planning prospects.
* Provide advice to the Sterling Foundation
* Prepare written and oral presentations to individual prospects.
* Conduct 15-18 face-to-face prospect visits monthly with the goal of soliciting 30-50 prospects a year.
* Build and maintain a portfolio of 150-200 prospects.
* Coordinate the arrangements for visits of prospects and donors to the campus and for meetings with College administrators; suggest such meetings as necessary.
* Develop and continue the growth and refinement of a marketing plan for planned giving and endowment growth.
* Coordinate the planned giving donor recognition program.
* Maintain up-to-date knowledge of deferred gift vehicles.
* Provide for continuing stewardship of prospective and existing donors.
* Maintain a current list of Kelsey Society members
* Write a planned giving article for the back page of Sterling’s Magazine

**Reports to:** Vice President for Institutional Advancement

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