



JOB TITLE: Regional Director – Kern County

RESPONSIBLE TO: Vice President of Philanthropy

Job Summary:

Reporting to the Vice President of Philanthropy, the Regional Director is responsible for leading the organization’s revenue strategy in the region. The Regional Director will qualify, cultivate, solicit, and steward individual donors, foundations, and corporate partners. Serving as the primary external face of the organization in the region, the Regional Director will grow our revenue base and increase awareness of local operations. Additionally, the Regional Director will support the recruitment, development, and management of a regional council of volunteer leaders who are committed to supporting the organization’s growth. The Regional Director is expected to utilize a team approach to building long-term relationships with current and prospective donors to deepen their commitment to Make-A-Wish and understanding of our Chapter’s vision and priorities. This position requires strong fund development experience with cultivation of major gift individuals and corporate partnerships and the ability to represent Make-A-Wish in meetings and other public forums.

General Job Description:

- Develop and implement a comprehensive, relationship-based fundraising strategy capable of raising \$500,000+ in revenue per year.
- Build and cultivate a major gift portfolio that successfully increases revenue annually, including independently identifying and cultivating new major gift donors.
- Execute effective stewardship strategies that build donor loyalty and increase giving levels.
- Leadership of Kern County’s Regional Council in achieving annual fundraising goals through management of monthly meetings.
- Manage Regional Council members to achieve introductions to key influencers; leveraging contacts for sponsorships, Adopt-A-Wish donors, raffle/auction prizes

for events. Recruiting new members, making presentations on behalf of Make-A-Wish to professional associations, community and business groups to increase visibility, medical outreach and revenue generation and connecting them to the appropriate Make-A-Wish staff lead when applicable.

- In collaboration with the chapter's event's team, build an appropriate fundraising event strategy that maximizes fundraising ROI and strengthens our relationship-based approach to partnership.
- Develop and enhance corporate sponsorships through strong interpersonal communication, collaboration, and negotiation skills. Create mutually beneficial partnerships for all supporters with a donor-centric fundraising approach.
- Represent Make-A-Wish at events and promotions including public speaking engagements as needed.
- Maintain appropriate records. Analyze donor data from Raiser's Edge to determine the best stewardship options to increase giving in the future.
- Performs other duties as assigned by Vice President of Philanthropy.

Qualifications, Skills and Experience:

- Bachelor's degree or equivalent experience in a related field.
- Minimum of five (5) years' experience in fundraising: annual giving, major giving and corporate giving. Extensive donor relationship management experience required. Experience launching a fundraising program a plus.
- Ability to thrive in an entrepreneurial environment, utilizing good judgment to make quick decisions in service of the mission.
- Excellent communication skills with demonstrable ability to speak persuasively, and listen attentively
- Exceptional writing skills, with a demonstrated track record of articulating program impact to a variety of audiences.
- Superior relationship-building and interpersonal skills which enable rapport-building with internal and external stakeholders.
- A constant learner who is interested in being a proactive, positive member of the team.
- Demonstrated ability to develop and implement strategic plans that grow revenue and include appropriate tactical execution.

- An eager teammate who looks for opportunities to support the success of others.
- Demonstrated success in building and managing donor relationships, accessing and analyzing donor data, and creating programs and tools for donor stewardship and engagement.
- Ability to work both independently without close oversight, but also a team player who will productively engage with others at varying levels of seniority within and outside Make-A-Wish.
- Superior organizational and project management skills with strong attention to detail.
- Proven ability to manage multiple, deadline-driven projects and responsibilities while partnering with internal and external teams.
- Maintains the confidentiality of sensitive information.
- Excellent customer service skills.

Time commitments:

- Full time, exempt employment status
- Occasional evening or weekend fundraising events, as needed