

## AMERICAN FILM INSTITUTE JOB DESCRIPTION

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**POSITION:** Manager, Scholarship Campaigns  
**DEPARTMENT:** Advancement  
**LOCATION:** Los Angeles Campus

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### **PRINCIPAL RESPONSIBILITIES:**

The Manager, Special Campaigns is responsible for a broad range of strategic fundraising initiatives that fall outside the annual operating budget of the Institute, including awards and scholarships for the AFI Conservatory Fellows, capital and endowment campaigns, challenge grants and special project fundraising. Reporting to the Director of Foundation & Government Relations, the Manager, Special Campaigns will develop strategy, build internal systems and coordinate the efforts of the departments within the Advancement Office on special campaign activity, ensuring effective collaboration and alignment of efforts.

### **PRINCIPAL DUTIES:**

- Strategically manage the scholarship funding program for the AFI Conservatory – overseeing the solicitation schedule of renewals, prospecting, strategy, cultivation and solicitations to build the program.
- Monitor donor stipulations and stewardship of existing gifts – including donor acknowledgement, gift tracking and other engagements between donor and recipient.
- Work closely with the AFI Conservatory Admissions and Financial Aid staff to ensure award timelines support the recruitment and retention of AFI Conservatory Fellows and provide exceptional stewardship of scholarship donors.
- Maintain standardized reports that offer the best possible transparency of available awards.
  - Monitoring donor stipulations.
  - Supporting the promotion of scholarships and awards.
- Develop and implement strategic initiatives to raise scholarship funds that will create a sustainable base of support for AFI Fellows – including challenge grants and special drives.
- Work closely with the Chief Advancement Officer in developing and implementing strategy for special AFI initiatives that require a concentrated fundraising effort beyond the annual fund.
- Serve as the project manager on capital and endowment fundraising efforts:
  - Coordination of naming gift programs.
  - Planned gifts and coordinating acknowledgement
  - Stewardship for special campaign gifts.

- Participate in major gifts strategy sessions and support moves management steps.
- Research and provide comprehensive and accurate prospect reports and briefings to senior management involved in cultivation, solicitation of high-level donors – including both factual information and strategy recommendations.
- Use Tessitura CRM database to manage campaign activity, prospect tracking and moves management.
- Support the effective operations of the Advancement office and AFI by actively participating in AFI events and initiatives as needed.
- Perform other duties and responsibilities as assigned.

**EXPERIENCE/SKILLS REQUIRED:**

- Bachelor’s degree required.
- Minimum two years of fundraising or individual giving experience. Campaign experience a plus.
- Success in the cultivation, solicitation and stewardship of individual donors.
- Experience in the training, managing and motivating of key volunteers.
- Strong leadership, time management and multi-tasking skills coupled with the ability to work independently and with minimal supervision.
- Excellent oral and written communication, including strong grammatical and proofreading abilities.
- Excellent computer and database management skills with Tessitura database is a plus.
- Experience working with design software such as Keynote.
- Ability to problem solve and negotiate with tact and diplomacy.
- Ability to establish and maintain rapport with Board, donors, volunteers and staff in the academic and professional environment.
- Genuine interest in film and supports AFI’s mission with natural ability to articulate this mission and role to others.
- Personal integrity and the ability to inspire confidence and trust.
- Knowledge and/or experience in film and television community is preferred.

**SUPERVISION:**

The Manager, Special Campaigns performs all duties and responsibilities under the guidance and supervision of the Director, Foundation & Government Relations.

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FULL-TIME   X  

If full-time, number of months per year   12  

PART-TIME \_\_\_\_\_

If part-time, number of hours per

week \_\_\_\_\_

REGULAR   X  

TEMPORARY \_\_\_\_\_

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INCUMBENT: New Position

DOH:

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Employee's Signature      Date

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Supervisor's Signature      Date