

## AMERICAN FILM INSTITUTE

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**POSITION:** Director, National Advancement

**DEPARTMENT:** Advancement

**LOCATION:** Los Angeles Campus

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### **PRINCIPAL RESPONSIBILITIES:**

The Director, National Advancement is the member of the AFI Advancement team responsible for the development of national major gifts from individuals to meet AFI's general operating, program, capital and endowment needs. In addition, the Director is responsible for the development, engagement and management of the AFI National Council – a high-level advisory board comprised of influential philanthropists from across the United States who support AFI's mission with annual major gifts and serve as ambassadors for the Institute across the nation.

### **PRINCIPAL DUTIES:**

- With guidance from the Chief Advancement Officer (CAO), develop and effectively implement an annual comprehensive strategic plan for the AFI National Council – a plan that includes active identification and recruitment of new members, effective stewardship of current Council Members, integration of the group in AFI's programs and leveraging strong relationships to support other AFI fundraising efforts.
- Work collaboratively with the CAO and Director, Individual Giving to build robust national donor bases for the AFI Premiere Circle (gifts ranging from \$2,500 - \$24,999) and AFI Major Gifts programs – primarily outside of Southern California.
- Work collaboratively with the Advancement team and AFI program directors to develop funding opportunities for support of major initiatives, including preservation and educational programming as well as awards programs.
- Collaborate with the CAO and Director, Individual Giving in developing AFI's legacy program to support an active pipeline of planned and estate gifts.
- Collaborate with AFI National Council members and Directors of Corporate Relations and Foundation Relations to understand the breadth of programmatic opportunities at AFI and actively engage National Council members in making connections to new funders.
- Develop an active pipeline of prospects through identification, research and donor activity and regularly update prospect lists using the AFI database.
- Coordinate moves management with the CAO and Director, Individual Giving.
- Steward relationships with current donors and new prospects.

- Manage all aspects of the AFI National Council Summits (two meetings held bi-annually), including program development, scheduling, securing venues and catering, business meeting agendas, transportation and lodging.
- Manage regular communications plan and benefit fulfillment for all AFI National Council donors.
- Create promotional or marketing materials for AFI national fundraising initiatives in collaboration with AFI's Creative Services Department.
- Develop donor proposals, gift agreements and reports as needed.
- Prepare gift transmittal forms, donor acknowledgments and management of donor memberships in Tessitura.
- Support and participate in AFI special events and event fundraising campaigns.
- Mentor and develop junior Advancement staff.
- Actively participate in AFI Advancement leadership team – 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**

- 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 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.
- Understanding of professional standards, ethics and best practices of individual giving and non-profit management.
- Some 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 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.
- Genuine interest in film and support of AFI's mission with natural ability to articulate this mission and role to others.
- Ability to travel a must.

**SUPERVISION:**

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