

GRAND TRAVERSE REGIONAL LAND CONSERVANCY

Position Title: Senior Charitable Giving Specialist
Date Created: January 5, 2016
Revised: March 26, 2026
Reports To: Director of Development
Position Status: Exempt; Full-time salaried; Permanent; Includes Benefits
Salary Range: \$85,584 – \$119,818

POSITION OBJECTIVE: The Senior (Sr.) Charitable Giving Specialist will identify and cultivate long-term relationships with individual donors, prospective donors, and foundations to secure revenue, enhance sustainability, and fulfill strategic objectives. The Sr. Charitable Giving Specialist will maintain a diverse donor portfolio (approximately 150 donors) and implement relationship cultivation and stewardship strategies that lead to securing annual gifts of \$10,000 and above. The Sr. Charitable Giving Specialist will report to the Director of Development and work closely with the Executive Director.

JOB SUMMARY/DUTIES AND RESPONSIBILITIES:

Establish and monitor relationships with a group of assigned, qualified donors including public and private foundations in order to secure funding. The Sr. Charitable Giving Specialist will strive to retain current donor support while seeking appropriate opportunities for donors to deepen their relationship with the Conservancy through increased giving and involvement (donor retention and upgrading). The Specialist will be required to travel to visit with donors outside of our 5-county service area on average one time a month during the months of October-April.

- Identify, cultivate, and solicit major and planned gifts
- Monitor donors to ensure positive and purposeful donor relations.
- Maintain schedule of contacts and track (portfolio) moves management details in Salesforce in a timely manner
- Work with the Development Director and Executive Director on approaches to develop and manage relationships with donors, including development of strategies and individual responsibilities for best reaching prospects
- Assist and at times leads the Fund Development Team with feasibility studies for private fundraising projects and major campaigns
- Provide support and leadership for events and other engagement and follow-up activities such as special receptions at Conservancy events, in-home gatherings with donors and prospective donors, etc.
- Assist the Development Director in holiday coverage as well as Fund Development Team decision making in the Director's absence
- Motivation and an ability to see what needs to be done and seek out ways to creatively achieve Conservancy's goals (self-starter).
- Knowledge of northern Michigan's unique qualities and culture and a commitment to conservation and to the goals of the Conservancy.
- Perform other incidental and related duties as required and assigned.

SUPERVISORY RESPONSIBILITIES: There are no direct supervision requirements but there may be occasions where the Sr. Charitable Giving Specialist is asked to lead the Fund Development Team with decision making, team meetings, etc. In addition, the Development Director may seek the advice and perspective of the Specialist when making personnel decisions about the Fund Development Team.

EDUCATION AND EXPERIENCE: Bachelor's degree in communications, marketing, public relations, fundraising, or related field.

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

Development/Fundraising:

- Proven and enthusiastic relationship-builder and fundraiser who is skilled at establishing and cultivating strong relationships with constituents and securing gifts to support an organization's mission
 - Must have at least 5 years of face-to-face major gifts fundraising experience
 - Must have secured a gift of at least \$100,000 in current or previous fundraising role
- Thorough understanding and demonstrated experience with planned giving tools, techniques and outreach and donor engagement strategies
- Extensive experience and willingness to travel alone to cultivate, steward, and solicit donors (in-home visits)

Communications/Interpersonal contacts:

- Strong communication and presentation skills; ability to persuasively convey the mission of GTRLC
- Ability to work with, communicate and build and maintain relationships with a wide range of people – vendors/contractors, the public, staff, donors, volunteers, landowners, governmental partners, foundations, and others
- Ability to write, edit & proofread written materials for use with donor solicitations, constituent communications, and special events
- Outstanding active listening skills.
- Ability to work effectively in high-tension situations and maintain composure under pressure
- Ability to partner with a dynamic team and across teams within the organization
- Knowledge of word processing, publication, and database software. Experience with all Microsoft Office applications preferred.

Complexity/Problem Solving:

- Ability to design and implement multiple projects, set and meet deadlines.
- Ability to independently analyze and use sound judgment to identify and solve problems.
- Interpret guidelines & analyze factual information to achieve desired results.
- Ability to bring the creative ideas of others and self to market, projecting potential outcomes. Experiments to find creative solutions.

Discretion/Latitude/Decision-Making:

- Ability to act independently
- Ability to maintain confidentiality
- Ability to make good decisions based on analysis, wisdom, experience and judgment

Responsibility/Oversight – Financial & Supervisory:

- Ability to meet fundraising targets
- Financial responsibility includes developing and working within a budget to implement programs and complete projects; negotiating & contracting with vendors
- Responsibility to work within scope of program's strategic goals

DESIRABLE QUALIFICATIONS:

- Experience with Salesforce fundraising database application

WORK ENVIRONMENT: The Sr. Charitable Giving Specialist along with the Executive Director and Development Director will experience periods (weeks) of long hours during campaigns and other time sensitive fundraising projects. Independent travel is required, including out-of-state travel and a willingness to travel frequently and on short notice, including evenings and weekends.

PHYSICAL FACTORS: Work will be performed in both indoor and outdoor environments. Outdoor locations may include boats, boardwalks, beaches, and trails. Some moderate physical activity is required to access some locations.

Time spent performing tasks:

Major Gifts Fundraising –80%

Donor Visits- average 15 (monthly) face to face interactions that advance the donor relationship, campaign work may require additional donor visits beyond this average

Portfolio Management- Salesforce tracking, donor cultivation, solicitation, and stewardship

Feasibility Work

Internal Staff Meetings–10%

Events– 5 %

Other duties – 5%