



<https://www.afi.com/>

### **Position Description, Senior Philanthropy Officer**

**Sterling Search Inc.** has been exclusively retained to recruit for the next **Senior Philanthropy Officer (SPO)** for the **American Film Institute (AFI)**.

#### **About AFI**

The American Film Institute is a 501c3 non-profit dedicated to celebrating excellence in the art form and to creating national education initiatives that inspire artists and audiences alike.

**VISION:** The American Film Institute champions the future of the moving image as an art form. They believe in the revolutionary power of visual storytelling to share diverse perspectives, inspire empathy, and drive culture forward.

**MISSION:** The American Film Institute is dedicated to celebrating excellence in the art form and to creating national education initiatives that inspire artists and audiences alike.

#### **AFI VALUES:**

- A Commitment to Excellence
- A Belief in the Power of Storytelling to Change the World
- A Dedication to Community

The American Film Institute is a nonprofit organization with a mandate to champion the moving image as an art form. Established in 1967, AFI launched the first comprehensive history of American film and sparked the movement for film preservation in the United States. In 1969, AFI opened the doors of the AFI Conservatory, a graduate-level program to train narrative filmmakers. AFI's enduring traditions include the AFI Life Achievement Award, which honors the masters for work that has stood the test of time; AFI AWARDS, which celebrates the creative ensembles of the most outstanding screen stories of the year; and scholarly efforts such as the AFI Catalog of Feature Films and the AFI Archive that preserve film history for future generations. AFI exhibition programs include AFI FEST and year-round exhibition at the AFI Silver Theatre and Cultural Center in Maryland.

Other pioneering programs include workshops aimed at increasing diversity in the storytelling community, including the AFI Directing Workshop for Women and the AFI Cinematography Intensive for Women. As an arts, cultural and educational nonprofit organization, AFI relies on private philanthropic support for its programs and initiatives.



## Senior Philanthropy Officer

Reporting to the Chief Advancement Officer (CAO), the Senior Philanthropy Officer is the primary partner with the CAO, helping to set the vision and strategy to build out an expanded and robust development department. The SPO is responsible for re-energizing and leading the major gifts program and accelerating fundraising by actively managing a portfolio of major gift donors through the various stages of the donor development cycle. The SPO also supervises a Philanthropy Officer who carries their own portfolio.

This is an exciting time to join AFI's advancement team as it transitions into a larger, more fully developed fundraising department under the new leadership of the CAO. This is an opportunity to be part of a team that is building a culture of philanthropy within the organization, moving its focus from transactional to transformational fundraising with a greater emphasis on Major Gift support. The Senior Philanthropy Officer will inherit a portfolio of more than 400 qualified prospects who have the capacity/affinity to give gifts of \$100,000+.

### Principle Duties

- Manage a portfolio of major gifts prospects with giving capacity of \$100,000 or more. Responsibilities include qualification of identified prospects to build portfolio, cultivation, solicitation, and stewardship of donors.
- Oversee a Philanthropy Officer, providing supervision and goal setting; provide mentorship, professional development, formal annual evaluations, and on-going feedback.
- In conjunction with the Chief Advancement Officer, establish prospect management goals for donor contact including visits, calls, and email.
- Cultivate, solicit, and close major gifts.
- Maintain active management strategies for all prospects and ensure thorough and accurate recording of reports on all visits and other prospect activities.
- Build meaningful and productive relationships with individuals to link their passion for AFI to critical projects and programs through philanthropic support.
- Champion fundraising across AFI and share experiences and ideas to meet overall department goals and grow the fundraising pipeline.
- Provide reporting and analytics to inform Advancement priorities:
  - Initiate and lead projects related to the analysis of prospect and donor data, and provide conclusions, recommendations, and information to inform data-driven decisions.
  - Deliver value-added information and analysis that supports fundraising efforts by developing and implementing analytic data models and providing reports on metrics and deliverables.

- Produce reports, lists, and import and export files:
  - Produce, analyze, and maintain a suite of reports and lists that provide insights into performance and trends in fundraising and metrics.
  - Develop custom lists and reports for ROI on appeals, campaigns, mailings, event invitations, ad hoc queries, and other reports as may be requested by leadership and end users
  - Create, analyze, and distribute research reports on various advancement areas such as giving, prospect management, annual campaigns, alumni giving, contact reports, constituent giving, appeal giving, among others.
- Maintain integrity of database and ancillary systems:
  - Implement and maintain data entry controls and audits to ensure data integrity to Develop and apply policies and procedures regarding information technology, data privacy and security, and database management.
  - Assist in imports and data sharing with other software packages, such as payment processors, research tools, and marketing and communications applications
  - Review acknowledgment and renewal processes for efficiency.
- Provide technical support and improve operations process:
  - Act as liaison between external platform support, IT, and the Web teams to ensure system integrity, troubleshoot technical issues and manage upgrades; advocate for system functions that meet Advancement goals and latest industry standards.
  - Proactively assess and identify on-going technology needs to recommend and implement process improvements.
- Provide appropriate service, support, training, and advice to end users regarding the capabilities and functions of constituent management software products and assist in ensuring procedures are accurately documented and available for reference.
- Other:
  - Provide backup support for gift processing as needed.
  - Perform other duties as assigned.

### **Education, Knowledge and Skills Required**

- Bachelor's degree, advanced degree preferred, or an equivalent combination of education and experience.
- Minimum six (6) years of direct fundraising experience.
- Experience working in higher education, nonprofit or cultural organization preferred.
- Genuine passion for American film, television and digital media and an ability to articulate its importance and relevance orally, in writing and through social media.
- Minimum three (3) years of experience providing implementation and functional support of Tessitura, Raiser's Edge, or similar Client Relationship Management (CRM).
- Working knowledge of relational database architectures.
- Strong knowledge of higher education fundraising principles and gift accounting.
- Ability to maintain professional standards, ethics and best practices of individual giving and nonprofit management.
- 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.
- Experience and comfort with technology including fundraising Client Relationship Management system (Tessitura experience preferred), Microsoft Office Suite, Google Office Suite, wealth screening tools, and other technology as needed.
- 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.
- Demonstrate commitment and flexibility at all times in order to ensure high quality service.
- Personal integrity and the ability to inspire confidence and trust.
- Passion for and dedication to the mission of AFI.

**Travel:**

Possess a valid California Driver's License with a driving record that meets minimum standards established by AFI insurance carrier, proof of vehicle insurance, access to a vehicle and willingness to drive/travel when required. Must be available to travel and available for occasional evening and weekend hours supporting development department and special event functions.

**Equity, Diversity, and Inclusion at AFI**

AFI believes it is responsible for the community it builds and the stories they tell. They believe in the power of diverse voices to drive culture forward. They strive to cultivate and sustain an inclusive environment at AFI that actively affirms and is respectful of, the identities of all people, across genders, abilities, ethnicities, sexual orientations, socioeconomic backgrounds, and ideological perspectives – and one where self-reflection, honesty and accountability are practiced.

AFI is committed to creating space to engage a diverse array of emergent filmmakers and film enthusiasts, as well as providing opportunities for youth to find their passion in the art of film. Its Access and Inclusion Initiatives target a broad audience from its AFI Conservatory Fellows to community members to mid-career creatives.

**Hybrid Position**

**Salary:** up to \$140,000

Please send resumes to:

Sterling Search, Inc.

[Julie@sterlingsearchinc.com](mailto:Julie@sterlingsearchinc.com) or [Linda@sterlingsearchinc.com](mailto:Linda@sterlingsearchinc.com)

Call/Text Julie: 310 909 4897 or Linda: 714 388 8602

Direct all correspondence, emails and telephone calls to Sterling Search, Inc.

Any resumes sent or telephone calls made to AFI will be redirected to Sterling Search, Inc.

**COVID-19 Protocol:** AFI requires full vaccination against COVID-19 for all employees, subject to limited, legally required exceptions. Proof of vaccination, or documentation supporting an exception to this policy, will be required prior to employment.

<https://www.sterlingsearchinc.com/cs/afi-sphil>