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**WNIN Major Gifts/Planned Giving Officer**

**Job Description:**

WNIN, located in Evansville, Indiana and operating both a PBS television station and a NPR radio station, is seeking a Major Gifts/Planned Giving Officer.   
  
WNIN serves over a half a million people in the Indiana, Kentucky, and Illinois Tri-State area. The Major Gifts/Planned Giving Officer will be responsible for developing and implementing a dynamic and comprehensive major gifts/planned giving strategy for WNIN. They will work in collaboration with the President, Senior Management Team, and Board of Directors to substantially increase local fund raising revenue. The position will oversee and be responsible for all revenue related to major and planned giving.

**Responsibilities:**

1. Help our major donors accomplish their philanthropic goals and ambitions through a relationship with our organization
2. Manage systems and software in cooperation with WNIN’s membership manager to track and cultivate major donors and prospects, including our donor database and wealth screening tools
3. Make direct, face-to-face solicitations, and assist the President & CEO, board and other staff with their solicitation (e.g. provide portfolio development support, strategic counsel, and help with donor communications)
4. Acknowledge major donors through public and private recognition
5. Work closely with the President & CEO and periodically report to the board on goals and result.
6. Participate in the development and review of station policies and procedures as they relate to major donor/planned giving revenue goals.
7. One-on-one outreach and fundraising with high-profile individuals and organizations.
8. Work closely with WNIN program and content leaders to align development plans with rapidly changing viewer trends and modes of programming access.
9. Develop new fundraising models that leverage changing social trends and technology.
10. Participate in events, promotions, marketing, and brand development activities as needed.
11. Assist President in implementing a dynamic and comprehensive strategy to ensure the long-term viability of WNIN.

**Qualifications:**

WNIN is looking for an accomplished and proven fundraising professional with a powerful non-profit fundraising background with preferred demonstrated skills in raising funds for public broadcasting. Ideal candidate should be an experienced expert and self-motivated, who has a passion for public television/radio.

In addition, candidates should be creative thinkers who understand the rapidly changing fundraising environment. The Major Gifts/Planned Giving Officer will have excellent communication skills in order to effectively and consistently articulate our mission and values to the general public.  
  
**Background and skills desired:**

• A minimum of 3 years in non-profit or public broadcasting fundraising  
• A minimum of 1 year of non-profit supervisory experience  
• Experience in Major Gifts, Planned Giving, Capital Campaigns, and broader fundraising that includes non-profit Membership and Pledge drive components

• Experience in successfully raising funds and awareness through digital/social avenues is strongly desired  
• An understanding of donor and viewer support, fulfillment, and call center management is strongly desired  
• A proven success record of building community partnerships and working with non-profit Boards  
• A knowledge of data-driven fundraising strategies  
• Ability to learn fund development software is essential  
• A bachelor’s degree is required  
• An advanced study or graduate degree is preferred  
  
**Salary:**

Commensurate with experience

**How to Apply:**

**Send resume, cover letter and at least three professional references to Carlin Beckman @** [**cbeckman@wnin.org**](mailto:cbeckman@wnin.org)**.**

**Or by mail at:**

**Carlin Beckman**

**WNIN Tri-State Public Media, Inc.**

**Job #0324**

**Two Main Street**

**Evansville, IN 47708**

WNIN is an equal opportunity employer and all qualified candidates are encouraged to apply.