



**ADVANCEMENT OFFICER (EASTERN U.S.)
POSITION DESCRIPTION**

EFFECTIVE DATE: <u>09/13/2021</u>	REPORTS TO: <u>VPIA</u>
DIVISION: <u>Institutional Advancement</u>	SUPERVISES: <u>N/A</u>
DEPARTMENT: <u>Development</u>	DRIVING CLASS: <u>Required</u>
FLSA CLASS: <u>Exempt</u>	BENEFITS: <u>Eligible</u>
FTE STATUS: <u>1.0 (Full-time)</u>	LOCATION: <u>AMERICA ON WHEELS MUSEUM, ALLENTOWN, PA</u>

GENERAL SUMMARY:

The Advancement Officer develops, executes, and manages advancement initiatives in Pennsylvania and throughout the Eastern regions of the U.S. to develop and maintain strong individual, corporate, and foundation relationships in support for America's Automotive Trust (AAT), its mission, and its member organizations, in particular, America On Wheels (AOW), Museum in Allentown, PA. The Advancement Officer identifies, cultivates, solicits and stewards a portfolio of major gift prospects, and creates meaningful relationships and opportunities for compelling partnerships that secure, sustain, and maximize funding in support of the Trust's mission, initiatives, and affiliate entities.

In addition to development duties, this position is responsible for marketing and membership promotions related to advancement within the designated region and for creating collaborative partnerships with other entities involved in automotive heritage and automotive educational activities.

This position is based at the America On Wheels, Allentown, PA location. While this position reports directly to the VP of Institutional Advancement, it also works in close concert with the Executive Director of AOW, and performs a majority of work independently while exercising professionally sound judgment and discretion. Responsibilities include, but are not limited to: working closely with the Executive Director of AOW, Developing and executing a successful fundraising plan and membership development strategies for America On Wheels, and for the Trust throughout Pennsylvania and the Eastern regions of the U.S.; Identifying, cultivating, stewarding, and maintaining an active portfolio of individual, corporate and foundation major-gift-prospects; Soliciting gifts, grants, sponsorships, and in-kind donations at the \$10,000 level or above; Meeting established fundraising goals and objectives, with annual goals for this position agreed upon by the Executive Director of AOW and the VP of Advancement; Updating prospect records within the CRM database (ALTRU); Managing the corporate and foundation giving processes within assigned regions; Ensuring proper utilization and administration of acquired grants, sponsorships, and in-kind gifts; Creating and executing advancement promotional activities and events; Participating in enthusiast and promotional events to promote the automotive heritage and the Trust; Creating collaborative partnerships with other entities involved in automotive heritage and educational activities; Attending

events and speaking publicly to promote AAT and its member organizations; Strategic planning; Budget creation, implementation, and oversight; Collaborating interdepartmentally within AAT and its affiliates for advancement purposes; and, Creating regular internal and external reports.

The incumbent to this position must possess significant, demonstrable experience and success in major gift development and procurement, an in-depth understanding and skill in donor cultivation and stewardship, and the ability and stature to effectively articulate and represent AAT and its member organizations at the highest corporate levels and to major donors capable of gifts in excess of \$10,000 or above.

This position description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job. The requisites described within this position description are representative, but not all-inclusive, of the knowledge, skills, and abilities required for this position. To perform the job successfully, an employee must perform each essential responsibility satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

PRIMARY OBJECTIVES:

1. Build and manage a sustainable Membership and Major Giving Program for AOW and the Trust in Pennsylvania and throughout the Eastern regions of the U.S., generating funds to strengthen the financial resources of AAT and its member organizations;
2. Procure long-term, regular financial support for AAT and its member organizations, particularly AOW, through cultivation, solicitation, and stewardship of individual, corporate, and foundation prospects and ensuring donors and prospects remain informed about the organization's mission, needs, and giving opportunities;
3. Build collaborative partnerships with entities involved in automotive heritage and educational activities to further AAT's mission and financial stability, and to position AAT and its member organizations as a leading voice, preeminent in promoting and preserving automotive heritage;
4. Ensure Advancement Division and affiliate collaboration and communication regarding Eastern U.S. advancement efforts so as to align and compliment AAT's cumulative advancement efforts.

RESPONSIBILITIES:

1. Planning, implementing, and managing advancement initiatives at AOW, in Pennsylvania and throughout the Eastern regions of the U.S. to develop and maintain strong individual, corporate, and foundation relationships in support for America's Automotive Trust (AAT), its mission, and its member organizations;
2. Identifying, cultivating and shepherding prospective high-level and major individual, corporate, and foundation benefactors through the gift process from initial contact through inviting the gift, closing the solicitation, thanking, and recognizing the donor, and reporting;
3. Identifying, cultivating, and stewarding a portfolio of no less than 150 individual, corporate and foundation major giving prospects capable of donations at \$10,000 or above;
4. Soliciting gifts, grants, sponsorships, and in-kind donations at the \$10,000 level or above;
5. Collaborating with Advancement and Executive personnel of AAT and its member organizations to oversee the creation, implementation, and monitoring of the regional major and planned giving program budget including tracking income and expenditure, authorizing disbursements, financial analyses, and preparing reports;

6. Collaborating with Marketing & Communications Department for the promotion of regional major gift and advancement efforts, and to produce direct and electronic mail, museum publications, the website, seminars, and events to cultivate prospects and promote major giving in support of AOW's mission in particular and AAT's mission overall;
7. Overseeing the updating of regional prospect and donor data through use of the Altru CRM database and collaboration with the CRM Database Coordinator;
8. Participating in annual Institutional Advancement Department's strategic and operational planning process to provide an effective annual plan for the regions' Major Gift Program within the Division;
9. Making public and private presentations to individuals, groups, corporate executives, and foundations to promote the education and support of AAT and its member organizations;
10. Participating in enthusiastic and promotional events of entities involved in and promoting automotive heritage and related educational activities;
11. Participating in strategic planning efforts to ensure concerted activity in achieving AAT's mission and vision and to ensure that needs and opportunities for AOW are integrated into those plans.

QUALIFICATIONS:

The incumbent for this position must possess a Bachelor's degree and 4 years of significant, successful fundraising experience in the cultivation, solicitation, and stewardship of major gift benefactors with a demonstrated record of securing gifts of \$25,000 and above. Additionally, the incumbent must possess the ability and stature to articulate and represent AAT and its affiliates at the highest corporate levels and must possess a dedicated work space within the incumbent's residence for use as a home office, as this is a remote telecommute position in which travel is required.

Additionally, the incumbent must possess:

1. The ability to pass an in-depth background investigation including criminal history, employment records, and personal references;
2. A valid driver license with the ability to drive a personal vehicle for business purposes;
3. The understanding of financial, legal, and income tax implications involved in charitable giving;
4. Experience in budgeting and financial management;
5. Effective project management skills, attention to detail, and ability to drive projects toward successful completion;
6. Strong skills in strategic planning, goal setting, and goal fulfillment;
7. A solid proficiency in the English language with strong professional communication skills including, the ability to communicate and work effectively with a variety of internal and external stakeholders;
8. Outstanding presentation skills and the experience and proclivity to be an outgoing spokesperson, relationship builder, and fundraiser;
9. A demonstrated record of collaboration with others –board members, staff, volunteers, and donors— around the accomplishment of strategic objectives;
10. The skill and ability to work independently with general instruction and minimal supervision while maintaining a team oriented approach and attitude;
11. The interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types;

12. An ability to effectively multi-task and coordinate between different projects and/or departments and agencies while remaining organized and solution focused;
13. An ability to thrive in a fast-paced, dynamic environment, with high expectations for professional outcomes;
14. Proficient skills in the use of MS Word, Excel, Power Point, Outlook, and Web browsers;
15. The ability to critically analyze and resolve quantitative, logistical, and motivational problems;
16. The ability and stature to articulate and represent AAT and its affiliates at the highest corporate levels;
17. Although the home base and main work location of this position is at the America On Wheels Museum, 5 North Front Street, Allentown, PA, the ability to travel to other locations as needed is also required.
18. The ability to stand and sit for extended periods of time, bend stoop, and twist regularly, manipulate items with fingers frequently, operate a computer regularly, visually inspect displays/monitors regularly, attend and set up events periodically, and effectively communicate verbally, and in written format, with guests, employees, management, and stakeholders regularly.

WORKING CONDITIONS:

1. Exposure to a combination of home office, shop, commercial retail, commercial food, and outside environments;
2. Minimal exposure to cleaners and various other chemicals;
3. Minimal exposure to dust, gases, and fumes.

OTHER:

1. Creates regular internal and external reports;
2. Maintains Institutional Advancement policies and procedures to ensure financial, legal, and income tax requirements for charitable giving are upheld;
3. Ensures proper utilization and administration of acquired grants, sponsorships, and in-kind gifts;
4. Administers regional donor benefit and recognition efforts, including recognition events, gift acknowledgement letters, and other gift fulfillment items;
5. Collaborates with Finance and the VPIA to ensure periodic reports are provided to the CEO and to the Board regarding the status of major and planned gift development;
6. Utilizes MS-Word , Excel, PowerPoint, and Publisher to generate communications, presentations, and reports;
7. Utilizes MS-Outlook for email communications and scheduling.
8. Maintains a flexible schedule and works weekends and late nights, as needed;
9. Drives personal vehicle for business purposes.