



POPULATION MEDIA CENTER (PMC)

Founded in 1998, Population Media Center uses entertainment-education and mass media to promote social and cultural change by addressing the interconnected issues of the full rights of women and girls, population, and the environment. Our goals are to empower people to live healthier and more prosperous lives and to stabilize global population at a level at which people can live sustainably with the world's renewable resources. PMC has developed long-running serial dramas for radio, TV and the web in more than 20 unique languages, helping more than 500 million people live healthier lives.

POSITION DESCRIPTION

Title: **Associate Vice President of Development**

Reports to: Executive Vice President

GENERAL DESCRIPTION

The Associate Vice President of Development serves as the overall leader for PMC's unrestricted fundraising function. S/he will combine a unique mix of entrepreneurial energy and orientation, disciplined and analytical strategic perspective, and sound management experience to his/her duties. S/he is responsible for building a fundraising discipline that is state-of-the-art, and maximizes the return on investment of all related activities. This includes developing and implementing an annual fundraising plan based on insightful data analysis, and timely and quality execution of specific strategies and associated budget management. S/he will manage the Director of Development and all Major Gifts Officers.

Primary Responsibilities

- Strategic leadership: Develop PMC's annual fundraising plan with specific and prioritized strategies by donor segment which align with organization financial objectives and consistent with the annual budget.
- Management oversight/execution: Oversee Director of Development and Major Gift Officer. Establish and track measurable performance indicators. Assure timely execution of all fundraising strategies within agreed department budget parameters. Develop and report on an annual plan implementation calendar on a monthly basis.
- Information Management: utilize DonorPerfect to develop and track department progress against quantifiable fundraising goals and performance objectives, including moves management to increase breadth and depth of giving.
- Major Gifts: Develop relationships and solicit major gifts (\$10,000+) from assigned portfolio of 100+ donors located in the Midwest, Southwest of the U.S. (and other territories as needed). Meet or exceed monthly/annual contact and financial goals.

Board Stewardship: lead the board Development Committee; engender continuing and deepened engagement from board members in fundraising activities.

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Primary Responsibilities continued

- **Communications**: Devise and implement, with marketing support, effective internal and external messaging around all proposed fundraising initiatives.
- **Other**: Other duties as assigned, including strong working involvement in other organizational advancement activities, Board development, strategic planning and PMC programs.

Education and Experience

Minimum Bachelor's degree. Ten years or more of diversified fund-raising experience and related activities or a combination of education and experience from which appropriate knowledge and skills have been acquired with a focus on and record of success with major gifts. Ability to juggle multiple projects.

Excellent written and oral communications skills. Attention to details and deadlines essential.

Commitment to global population stabilization and related social and health goals. Commitment to quality and ability to develop relationships at individual, foundation and corporate levels. Must be able to work independently as well as be a team player.

07/05/2017