



POSITION DESCRIPTION

Director of Strategic Engagement and Stewardship

East Tennessee Foundation (the Foundation/ETF) is a nonprofit, 501(c)(3) community foundation serving 25 counties in East Tennessee. Created by and for the people of East Tennessee, its mission is to provide philanthropic leadership inspiring donors to make lives better and communities stronger in enduring ways across generations. Governed by a volunteer board of directors, the Foundation has more than 450 charitable funds and eight supporting organizations, total assets over \$500 million, and is nearing \$400 million in total grants awarded since it was established in 1986.

Position Summary:

Under the general direction of the Vice President for Advancement, the Director of Strategic Engagement and Stewardship is responsible for leading and enhancing the Foundation's annual giving and stewardship programs, creating programs aimed at engaging affiliate funds, supporting organizations and philanthropists in the advancement process, and managing other strategic initiatives of ETF's advancement and programs operations. These functions are necessary to grow the number of ETF donors and engaged constituents and fuel the pipeline for annual giving donors and future major gift and planned giving donors.

The director is charged with connecting annual giving, planned giving, engagement, stewardship, annual fund, major gifts, friends and communications functions of ETF; reviewing and making recommendations on solicitation strategies and messages for various annual fundraising and donor relations programs, including direct mail, e-solicitations, and stewardship messaging; and reviewing and making recommendations on solicitation strategies and messages for various fundraising programs. The director advises and guides other teammates involved in the stewardship and engagement missions of ETF.

The director is a part of a group of professionals who are tasked with operating a Foundation-wide program that has direct impact on the overall success of advancement. The director exhibits a high degree of independence, initiative, and responsibility in the execution of all projects and responsibilities.

Responsibilities:

Stewardship

Provide direct oversight of and strategic direction for ETF constituency stewardship efforts, which is a tiered, multi-channel approach to both mass and individual stewardship provided to fundholders, affiliate funds, and supporting organizations.

Specific responsibilities in this area include the following:

- Drive efforts to develop creative and innovative methods for communicating and engaging with donors and fundholders.
- Oversee internal stewardship efforts to ensure gift funds are managed appropriately and in compliance with ETF policies and donor agreements.
- Conceptualize, design, and manage production process for periodic stewardship pieces including annual endowment activity and impact reports.
- Maintain and oversee dynamic multimedia gift acknowledgement process.
- Make face-to-face stewardship visits and phone calls with donors and fundholders.

Engagement

Lead ETF annual giving programs, including campaigns coordinated with affiliate funds and the Pat Summitt Foundation fund, as well as targeted internal and external appeals. Create and implement an enhanced annual giving strategy designed to capture and maximize giving and engagement from all ETF constituencies (including fundholder, affiliate funds and supporting organizations) leading to long-term increase in donors, dollars, and engagement, as driven by the goals structure set forth by ETF leadership.

Responsibilities in this area include:

- Drive efforts to develop creative and innovative methods for communicating and engaging with ETF constituencies.
- Lead data collection efforts and with Advancement and Finance to integrate efforts into existing data systems and reporting mechanisms.
- Work with Advancement, Pat Summitt Foundation fund, and affiliates to determine fundraising needs, goals, audience, strategy and platform for appeals.
- Create and compile appeal segments, create appeal codes, identify necessary accounts.
- Work with Director of Marketing + Community Relations to establish an online presence and craft communication pieces.
- Create mechanisms to monitor and report on progress.
- Provide post-appeal reporting and analysis.
- Make annual giving solicitations and identify annual giving donors who may be elevated to major giving levels.

Develop short and long-term strategies for ETF advancement efforts and lead data, analytical and program implementation projects to facilitate the attainment of goals established by ETF leadership.

Responsibilities in this effort include the following:

- Manage and lead project teams that are multi-departmental in order to develop new ventures, which will advance the level of service provided to donors and fundholders.
- Provide strategic leadership in multiple functional areas to the advancement team.
- Offer an “in-house consulting service” and analytical support to the various programs for the office including demographic analysis of constituents to better enable the front-line advancement team to have success in the field (including the collection and analysis of data for prospect prioritization).
- Evaluate the effectiveness of advancement activities and help introduce benchmarking for program success.

- Implement and encourage a goal-oriented and continuous quality improvement approach to all activities.
- Promote the mission, values, and goals of ETF.
- Manage a limited portfolio of major gift and leadership annual giving prospects, assess their capacity to give, and cultivate those donors using a variety of methods and solicit and steward as appropriate.

Qualifications and Experience:

Bachelor required; master's preferred. Five or more years in nonprofit environment in which data interpretation and business analysis were high priorities. Seven plus years in advancement preferred. The successful applicant's education and experience must offer both the credibility and the preparation needed to work independently, accurately, efficiently, and creatively.

Other Requirements

This position functions in an office environment and requires some local and/or regional travel. Incumbent must be proficient with computers and be able to operate general office equipment to include scanners, copiers, printers, etc. Must be available for occasional evening and/or weekend work hours.

This position is available immediately. The search will remain open, however, until the appropriate candidate is identified. The Foundation offers an excellent salary and a comprehensive benefits package, including health insurance, long-term disability insurance, and a retirement plan.

A résumé, cover letter, and list of references should be addressed to:

Angelia Nystrom
VP of Advancement + Chief Legal Counsel
East Tennessee Foundation
520 W. Summit Hill Drive, Suite 1101
Knoxville, TN 37902
Email to: dphillips@etf.org

Please, no telephone calls or faxes.

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