

**Job Title:** Director of Annual Giving

**Reports To:** Vice President of Philanthropy

**Classification:** Full-time, salaried, exempt

**Schedule:** 40 hours per week. Primarily based at Kaleideum's Downtown location, but be able to travel to our North location for work, meetings, etc. Standard (M-F) work week, some nights and weekends required.

**Hiring Range:** \$35,000-\$42,000

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**Background:**

Kaleideum was formed in July 2016 as result of the merger of SciWorks and The Children's Museum of Winston-Salem. Currently, the museum operates two locations with a combined 95,000 square feet, 200,000 annual visitors and more than 2,200 members. Kaleideum is expecting to move into a single location, located in downtown Winston-Salem, in the fall of 2021. The mission of the Museum is: *Inspiring wonder, curiosity, and lifelong learning in our children and community through interactive play and discovery.* As a merged entity, we spark the imagination and ignite the intellectual curiosity of our visitors by developing exhibits and programming that fuse STEM (science, technology, engineering, and math), literacy, and the arts into an integrated approach to learning. In all our endeavors, we seek to be strong partners with our families, schools, and community members as we prepare future generations for lifelong learning and success.

**Position Overview:**

The Director of Annual Giving is a strategic thought leader who is passionate about connecting donors' interests with funding opportunities through creative and innovative solicitation. The Director is responsible for co-creating and fully executing a comprehensive, year-round fundraising plan for the Museum's \$1.2M Annual Fund. The plan will include goals, strategies, benchmarks, communications, and events that aim to build and engage our donor base. The Director is an integral member of the Development team and will work closely with the VP of Philanthropy in the shared responsibility for overall goal achievement. This role's primary focus on the Annual Fund facilitates the VP of Philanthropy's focus on the \$10M Capital Campaign, two ambitious fundraising goals that work in symbiosis.

The successful applicant is self-motivated, innovative, data-driven, adaptable, and enthusiastic about being an important part of the Kaleideum team. Applicant should be resilient, insightful, innovative, accountable, and relationship-driven with a desire to learn new things and remain current on successful strategies in fundraising and donor engagement and stewardship. The successful candidate will collaborate with peers and his or her team to find and deliver compelling stories that excite audiences to support Kaleideum.

**Primary Duties and Responsibilities:**

- Execute comprehensive development plan to support the donor lifecycle of individual donors, foundations, and corporations for new and ongoing gifts.
- Create and manage a multidimensional direct appeal schedule that utilizes a variety of mediums (e.g. electronic solicitation, direct mail, face-to-face solicitation) and segmentation to communicate with potential and current donors.
- Work with Development Coordinator to track messaging and efficacy (including financial return) of direct appeal efforts as well as unique donor traits for future segmentation.
- Utilize Blackbaud software to build and produce reports on historic and current giving and event registration.
- Collaborate with Marketing Department to create appeals and annual fund materials, including an Annual Report, as well as to maintain annual giving section on the Museum's website.

- Oversee all aspects of two large annual fundraising events, Truck & Treat and the Kaleidoscope Ball, to meet fundraising goals, managing internal (staff) help and external help (committees and volunteers).
- Identify and apply for grants that align with Museum priorities and programming, with support from the Education Department. Manage grant reporting requirements.
- Represent the museum at private and public functions as needed.
- Other duties as assigned.

**Knowledge, Skills, Abilities:**

- Commitment to and passion for the mission, vision, and values of Kaleideum.
- A personal commitment to fostering a multicultural, diverse organization.
- Ability to work both independently and as part of a team in a collaborative work environment.
- Ability to foster teamwork and cooperation in a work environment.
- Ability to supervise and train staff, volunteers, and student workers, including organizing, prioritizing, and scheduling work assignments for these individuals/groups.
- Strong project management and time management skills, including the ability to manage multiple projects simultaneously, delivering on budget and within deadline.

**Qualifications:**

- Bachelor's degree with five or more years of fundraising experience, or equivalent combination of education and experience.
- Excellent verbal and written communication skills. Strong attention to detail and the ability to maintain confidentiality and handle sensitive information.
- Strong interpersonal skills and the ability to work effectively with a wide range of constituents in a diverse community.
- Knowledge of charitable giving techniques, instruments, and relevant laws.
- History in identifying and securing gifts, including non-traditional assets and/or charitable gifts from alternative funding/revenue sources.
- Experience working in higher education or not-for-profit.
- Familiarity with Blackbaud products.

**Essential Physical Functions:**

The physical demands described are representative of those that must be met to successfully perform the essential functions of this job. The physical demands include sitting, standing or walking more than half of the day, climbing stairs, and, on occasion, lifting up to 25lbs, crouching, kneeling and twisting.

Kaleideum is an equal opportunity employer and seeks to employ and assign the best qualified personnel for all our positions in a manner that does not unlawfully discriminate against any person because of race, color, religion, gender, marital status, age, national origin, physical or mental disability, sexual orientation, veteran/reserve national guard status, or any other status or characteristic protected by law.

***A cover letter and resume are \*required\* for this application.***

Please direct all inquiries and complete paperwork to Elizabeth Marsh, Vice President of Philanthropy. 336.723.9111 x204 or [emarsh@kaleideum.org](mailto:emarsh@kaleideum.org). All applicants must submit to a drug test, criminal background check, and reference check as part of the pre-employment process.