



Position Description

Major Gifts Officer

Los Angeles / Orange County, CA



ABOUT THE ORGANIZATION

PBS SoCal enriches Southern California by connecting communities to the wider world through public media. With support from local donors, our nonprofit offers diverse programming on streaming platforms like the free **PBS App** and **PBS KIDS App**, as well as over-the-air on seven channels, including PBS SoCal and PBS SoCal Plus. We are available to nearly 22M viewers in the region, providing free access to educational, news, environmental, and cultural content that mirrors our diverse community. Through cultural events and hands-on learning experiences, we foster dialogue and prepare children for success, making a meaningful impact on our community.

At PBS SoCal, we believe in media for the public good, and aim to connect the stories we share with the community in thoughtful and engaging ways. We create opportunities for connection and conversation by complementing our programming with screenings, convenings, trainings, and educational resources.

We collaborate with a wide range of partners — everyone from community organizations, thought leaders, cultural and educational institutions, and peer-based organizations — to deepen the impact of our work and make sure our programming reflects and is valuable to the vast array of communities we serve.

THE OPPORTUNITY

To learn more, visit the [PBS SoCal website](#).



The Major Gifts Officer (MGO) will play an integral role in securing and growing philanthropic support for the mission and strategic priorities of PBS SoCal. Reporting to the Senior Director, Principal & Major Gifts, the MGO will manage a portfolio of 125-150 current and prospective donors at various stages of the giving cycle, with the goal of increasing their engagement and financial support of PBS SoCal's programs and services. Frequent travel throughout Southern California is required. The MGO must exercise sound judgment, independence, and discretion in carrying out responsibilities with limited supervision.

The MGO will be a dynamic and engaging fundraiser skilled at aligning donors' philanthropic interests with the organization's priorities. This individual will develop compelling and meaningful giving opportunities that inspire investment in public media and help donors achieve their philanthropic goals.

Responsibilities include, but are not limited to:



Donor Management

- Manage and strategically develop a portfolio of approximately 125-150 major gift prospects and donors
- Lead cultivation, solicitation, and stewardship efforts in support of PBS SoCal's funding priorities
- Achieve annual revenue and performance goals, established each fiscal year
- Partner with department leadership to develop individualized stewardship strategies and plans
- Prepare high-quality donor correspondence, briefings, proposals, impact reports and other donor communications aligned with fundraising strategies, in collaboration with colleagues
- Document donor engagement activities (visits, calls, emails, mailings) in Raiser's Edge in accordance with established protocols; provide timely follow-up and meeting debriefs
- Maintain consistent and meaningful communication with donors through in-person meetings, phone, email, and written correspondence
- Build and maintain strong, collaborative working relationships across departments
- Attend and support fundraising events and related activities

Donor Strategy & Planning

- Develop and implement strategic cultivation and solicitation plans to advance donors through the giving cycle
- Collaborate with fellow MGOs and development colleagues to align strategies and maximize portfolio performance
- Participate actively in team, department, and organization-wide meetings

Administration

- Prepare donor materials and briefing documents
- Track, analyze, and report on major gift activity and progress toward goals
- Pursue ongoing professional development related to PBS SoCal, the PBS system, and emerging trends in philanthropy and public media



TRAITS & CHARACTERISTICS DESIRED



The successful candidate is relationship-driven and adept at building trust and long-term partnerships with donors, prospects, and internal stakeholders. The MGO will be a strategic, goal-oriented fundraising professional with a demonstrated track record of developing and executing thoughtful cultivation and solicitation strategies that result in significant philanthropic support. Highly organized and self-motivated, this individual manages multiple priorities simultaneously while consistently meeting performance metrics and professional standards.

An effective communicator, this individual will possess exceptional written, verbal, and interpersonal skills and can clearly and persuasively articulate PBS SoCal's mission, impact, and funding priorities. The MGO will demonstrate strong prospect research capabilities and use data strategically to inform moves management and portfolio development. The successful candidate will exercise sound judgment, discretion, and integrity in handling confidential donor information and will collaborate effectively with colleagues to align donor interests with PBS SoCal's priorities. Resilient and proactive, the MGO approaches their work with persistence, professionalism, and a deep commitment to advancing the organization's mission. They will have a high level of customer service, operate with strong ethical standards, and lead by example in fostering a collaborative, results-oriented team culture.

CAREER PATH LEADING TO THIS POSITION

The successful candidate will bring demonstrated experience soliciting and closing major gifts while consistently meeting or exceeding goals and performance objectives. They will possess a strong understanding of fundraising best practices, including metrics-driven moves management and donor engagement strategies. A proven track record of securing five- and six-figure gifts is required. Experience cultivating and closing multi-year commitments and transformational gifts is highly valued. Familiarity with the philanthropic landscape in Los Angeles and Orange Counties as well as the broader Southern California region is preferred but not required.



COMPENSATION

The salary range is **\$125,000-150,000**. A comprehensive benefits package will be provided.

Exceptional candidates with demonstrated multi-year experience securing six- and seven-figure gifts may be considered for a **Senior Major Gifts Officer** position, with a salary range of **\$140,000-160,000**.

OFFICE EXPECTATIONS

This is a hybrid position. The role requires occasional in-office meetings in Burbank and Costa Mesa, CA. The MGO must be available for frequent in-person meetings, including evenings and weekends, with donors, Board members, and community partners.



EQUAL OPPORTUNITY EMPLOYER

PBS SoCal provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regards to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.



TO APPLY

Candidates are invited to submit a resume and compelling letter of interest via Morris & Berger's [website](#). Please direct inquiries and nominations in confidence to:

Karin Berger Stellar

kstellar@morrisberger.com

Morris & Berger

1 (818) 507-1234

Electronic submission is required.