



## MEMORANDUM

To: Interested Parties  
From: Shae Hopkins, Executive Director  
Date: August 28, 2017

A handwritten signature in blue ink, reading "Shae Hopkins", is positioned to the right of the "From:" line.

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The Commonwealth Fund for KET, the fund raising unit of Kentucky Educational Television, has the following job opening based in Louisville:

**Position Title:** Louisville Development Officer

**Reports To:** President, Commonwealth Fund for KET

**Responsibilities:**

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**Essential Duties:** include the following:

Understand KET's strategic vision in order to align needs with major gift funding opportunities (all private sources), and to articulate a case for support.

- Track and meet monthly and annual revenue goals and expense budgets. Responsible for continuous strategic planning and monthly contact and progress reports. Accountability is based on fund raising achievement.
- With a position emphasis on securing new funds, use all available resources to research private revenue sources and their values, giving priorities and relationship histories in order to identify viable donor prospects.
- Cultivate and strengthen relationships to secure new annual funds of \$1200+ for the Fund for Excellence, media and event sponsorships; major gifts for endowment campaigns; grants for education, outreach, productions and technology.
- In collaboration with other Commonwealth Fund for KET staff, manage an assigned portfolio of current and/or lapsed donors to renew, rejoin or upgrade their support, and move them through the giving pipeline.
- Plan, execute and track a moves management system that includes a specified number of face-to-face visits, contacts, follow-up and other cultivation and solicitation strategies.
- Ensure records of contacts, acknowledgments and research are up-to-date in database and file systems.
- Write direct mail, grants and other major gift funding proposals for individual, corporate and foundation solicitations.
- Plan and manage major donor fundraising and cultivation events in the Louisville region, including sponsorship solicitations. Support other Commonwealth Fund and KET events as needed.

- Serve as an official representative and ambassador for KET to engage with the greater Louisville community and advocate KET's programs and services.
- Assist the Louisville Regional Fund Board in their efforts to raise awareness and secure funds from the greater Louisville area.
- Support the Commonwealth Fund Board of Directors in major gift solicitations and other board initiatives.
- Work with KET staff to ensure appropriated donor recognition on all platforms; assist with on-air traffic processes as needed.
- Develop routine marketing materials to reinforce KET's mission and impact to potential funders; work with Marketing Department on branded collateral.
- Regularly communicate and coordinate contacts and best practices with the entire Fund team. Attendance at weekly Fund staff meetings expected.
- Working closely with KET staff, help reinforce a culture of philanthropy to advance the common goals of the Fund and KET.
- Involve and manage volunteers as needed.
- Perform other duties as assigned.

**Position Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

- Demonstrated success in securing major gifts, grants, and sponsorships
- Excellent written, verbal and interpersonal communication skills
- Computer proficiency and database management skills
- Self-supporting administrative, marketing and office skills
- Travel and extended work hours expected
- Primary job site: Louisville, Kentucky
- Bachelor's degree or equivalent combination of education and qualifications, plus a minimum of three years of experience in fundraising, sales or a related field

**Contact:**

Send State application, cover letter, resume and writing samples to Employment & Recruiting, KET, 600 Cooper Dr., Lexington, KY 40502, or e-mail to [jobs@ket.org](mailto:jobs@ket.org) or fax to 859-258-7766.  
EOE

Position will remain open until filled.