



SENIOR DIRECTOR, PRINCIPAL GIFTS  
[PBS FOUNDATION](#)  
REMOTE — METROPOLITAN HOUSTON, TEXAS



Aspen Leadership Group is proud to partner with the PBS Foundation in the search for a Senior Director, Principal Gifts, Houston.

The Senior Director, Principal Gifts will seek private funds primarily from individuals for priority initiatives and will manage a robust portfolio of principal gift prospects with the capacity and inclination to make gifts of \$1M+ in support of PBS.

PBS is a private, non-profit corporation that serves the American public with programming and services of the highest quality, using media to educate, inspire, entertain, and express a diversity of perspectives. Founded in 1969, its members are America's public TV stations—noncommercial, educational licensees that operate more than 330 PBS member stations and serve all 50 states, Puerto Rico, U.S. Virgin Islands, Guam, and American Samoa. PBS offers programming that expands the minds of children, documentaries that open up new worlds, non-commercialized news programs that keep citizens informed on world events and cultures, and programs that expose America to the worlds of music, theater, dance, and art. PBS has transformed itself from a solely broadcast organization to a multi-platform media organization that serves Americans through television, mobile and connected devices, the web, in the classroom, and more.

Over the course of a year, 67% of all U.S. television households— over 160 million people—watch PBS via traditional television. Each month, more than 42 million people watch their local PBS stations, more than 15 million viewers watch videos on PBS's site and apps, and over 56 million fans enjoy PBS Digital Studios and other content on social media.

PBS and its member stations are America's undisputed home for documentary storytelling. During the 2021-2022 season, PBS offered over 170 hours of new documentary content, seen by nearly 60 million people. Featuring more than 250 hours of new arts and cultural programming, seen by 73 million people, PBS is also helping to keep the arts alive today and for generations to come.

PBS stations reach more children, and more parents of young children, in low-income homes than any other children's TV network, and PBS KIDS is the No.1 educational media brand for children. As part of its commitment to America's children, PBS brings the power of media into the classroom; PBS LearningMedia is a robust platform that offers PreK-12 educators free access to tens of thousands of resources from PBS stations and partners.

For 20 consecutive years, a national study has rated PBS as the most trusted institution in America. When asked which networks they trust most when it comes to news and public affairs programming, respondents ranked PBS No. 1, ahead of the major broadcast and cable news networks.

## **THE PBS FOUNDATION**

Established in 2004 as the national fundraising arm for PBS, the PBS Foundation helps donors realize their philanthropic goals by offering opportunities to make outsized impact possible. The PBS Foundation is both a 501(c)(3) nonprofit organization and a 509(a)(3) supporting organization to PBS. Its purpose is to seek, cultivate, and receive philanthropic gifts and grants at the national level for PBS. The Foundation administers these gifts and grants on behalf of PBS.

Working collaboratively and cooperatively with member stations, the Foundation secures the extraordinary funding necessary to maintain and enhance its commitment to serving the American public. To ensure that PBS remains America's largest classroom, its premier stage for the arts, a trusted window to the world, and a strong and vital presence, the Foundation is in the midst of a *Quiet Phase* of its first-ever major fundraising campaign on behalf of PBS. The new Senior Director, Principal Gifts incumbent will play a key role in advancing the success of the campaign.

## **REPORTING RELATIONSHIPS**

The Director, Principal Gifts will report to the Vice President, Individual Giving, Tia Graham.

## **FROM THE EXECUTIVE DIRECTOR**

*As the PBS Foundation further embarks on its major fundraising campaign, the candidate chosen for the newly created role of Senior Director, Principal Gifts, will possess an entrepreneurial spirit, thrive in a complex and complicated ecosystem, and will have brought to the Foundation an accomplished record of success in raising money from high-net-worth individuals. In this role, the incumbent will also manage a soon-to-be created set of advisory committees that align with the strategic priorities of the campaign. The position represents an excellent opportunity for the incumbent to contribute to the growth trajectory of the PBS Foundation.*

—Brian Reddington, Executive Director

## **DIVERSITY, EQUITY, AND INCLUSION**

PBS's audience mirrors the diversity of the United States with respect to race, ethnicity, income, and geography, and it is core to its mission that PBS content reflects this diversity. In addition, PBS is committed to fostering a safe, inclusive, and high-performing culture, so that every staff member can bring their best work forward.

Through an ongoing and concerted effort, PBS has created a diverse workforce, leadership team, and Board of Directors. Sixty percent of the PBS team is comprised of women, and 44% identify as Black, Indigenous, and People of Color (BIPOC). In 2022, 73% of new hires were women and 48% identified as BIPOC.

Forty-three percent of PBS's senior executives are women, and 29% identify as people of color. Of the 27 members of its Board of Directors, 48% of the directors are women and 37% identify as people of color.

## **PRIMARY RESPONSIBILITIES**

The Senior Director, Principal Gifts will

- identify, cultivate, solicit, and steward prospects and donors with the capacity to make gift commitments of \$1M+ towards the financial sustainability and vitality of PBS as well as of the overall system;
- coordinate fundraising activities with Foundation leadership;
- work with the Vice President, Individual Giving to maximize fundraising engagement with the boards of PBS and the Foundation;
- build strong and lasting relationships between high-net-worth philanthropists and PBS;
- manage a portfolio of between 60 and 75 individuals, with anticipated revenue of greater than \$5 million per year;
- foster a culture of collaboration and collegiality with the staff of regional member stations; and
- serve as a key contributor in local and national system-wide collaboration efforts.

## **LEADERSHIP**

### **Brian J. Reddington**

#### **Executive Director**

Brian Reddington began his service to PBS as Executive Director of the PBS Foundation in March of 2010. In his role, Brian leads a team responsible for raising money for PBS from individual donors, foundations, corporations, and other sources. He is also responsible for developing and implementing a long-term vision to strengthen funding for PBS and its member stations, with a special focus on creating individual-giving programs.

Prior to coming to PBS, Brian served as Director of Institutional Advancement at the Smithsonian Institution. Previously, he held senior-level Development positions with The Mount Sinai Medical Center, Lenox Hill Hospital, Carnegie Hall, and Pace University, all in New York City. Before serving in the non-profit sector, Brian worked for Mellon Bank and Transamerica, holding marketing and managerial positions.

### **Tia Graham, JD**

#### **Vice President, Individual Giving**

Tia Graham has worked in public media for over a decade. As the Vice President, Individual Giving, she manages the teams responsible for prospect development and research, gift planning, and principal gifts. During her time at PBS, Tia led a six-year capacity building project that provided training in major and planned giving to station development professionals, senior leadership, and governing boards.

Prior to public media, Tia held leadership positions in medical research, higher education, and community philanthropy. She has been responsible for starting and revitalizing fundraising programs in each of these sectors. Her allied experience includes a decade of work as a financial reporting accountant and estate planning attorney.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

PBS Foundation seeks a Senior Director, Principal Gifts with

- a commitment to the mission of PBS—to serve the American public with programming and services of the highest quality, using media to educate, inspire, entertain, and express a diversity of perspectives;

- the capacity to develop full knowledge of the priorities of PBS and build partnerships with philanthropists capable of supporting those priorities;
- experience identifying, cultivating, soliciting, and stewarding donors and donor prospects with the capacity to make gifts of significant institutional impact;
- experience with planned giving concepts and combination and blended gifts (preferred);
- an ability to develop and sustain strong interdepartmental relationships as well as an ability to build consensus and work effectively within a cross-departmental team;
- a track record of designing and launching new programs;
- superior written and oral communication skills;
- an understanding of the nature of donors' relationships with non-profits and the ability to use those relationships to drive engagement;
- organizational and systems-building skills and an ability to use processes and technology to streamline work and achieve objectives;
- an ability to manage and prioritize multiple projects simultaneously and independently; and
- proficiency with databases and technology.

A bachelor's degree is required for this position as is at least five years of experience in development working with high-net-worth individuals. PBS Foundation will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to the PBS Foundation, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

#### **SALARY AND BENEFITS**

The salary range for this position is \$170,000 to \$190,000 annually, commensurate with qualifications and experience. Additionally, PBS Foundation offers a competitive total [rewards and benefits package](#).

#### **LOCATION**

The position is full-time remote in the Metropolitan Houston, Texas area.

#### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of PBS and the responsibilities and qualifications presented in the position prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Senior Director, Principal Gifts, Houston, PBS Foundation](#).

To nominate a candidate, please contact Anne Johnson: [annejohnson@aspenleadershipgroup.com](mailto:annejohnson@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*