



SENIOR DIRECTOR, PRINCIPAL GIFTS
PBS FOUNDATION
Washington, District of Columbia
[PBS Foundation](#)



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

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, founded in 1969, whose 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 creates content that educates, informs, and inspires. To do this, 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 leader that serves Americans through television, mobile TV, the Web, interactive whiteboards in the classroom, and more.

Over the course of a year, 80% of all U.S. television households – over 206 million people – watch PBS via traditional television. Each month, Americans watch an average of 375 million videos across all of PBS's web, mobile, and connected device platforms. PBS stations reach more children, and more caretakers of young children, than any of the children's TV networks. PBS and its member stations are America's undisputed home for documentary storytelling. During the 2019-2020 season, PBS offered 202 hours of new documentary content, seen by over 77 million people, and is helping to keep the arts alive today and for generations to come, featuring over 200 hours of new arts and cultural programming, seen by 83 million people. During the COVID crisis, PBS cemented its role as America's educational media resource. In the first eight weeks of the shutdown, PBS TV stations reached over 23 million children and parents during at-home learning hours. More than 21 million children, parents and educators engaged with digital content.

For 18 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 #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. 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 Senior Director, Principal Gifts will report to the Senior Director, 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 also 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. 55% of its team is comprised as women and 40% identify as Black, Indigenous, People of Color (BIPOC). 68% of new hires are women and 46% identify as BIPOC.

In 2021, its Senior Management Team is comprised of executives who manage the day-to-day operations of PBS. Of the 14 executives, 36% are women and 29% identify as BIPOC. Of the 27 members of its Board of Directors, 52% of the directors are women and 30% identify as BIPOC.

PRIMARY RESPONSIBILITIES

The Senior Director, Principal Gifts will

- identify, cultivate, solicit, and steward prospects and donors with the capacity to make \$1M+ gift commitments to and an interest in the financial sustainability and vitality of PBS as well as of the overall system;
- coordinate fundraising activities with Foundation leadership;
- work with the Senior Director, 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 40 and 50 individuals, with anticipated revenue of greater than \$5M per year;
- manage a group of advisory committees;
- foster a culture of collaboration and collegiality with the staff of regional member stations; and
- serve as a key contributor in local/national system-wide collaboration efforts.

LEADERSHIP AND KEY COLLEAGUES

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.

Idalia Ramos

Deputy Director

Idalia Ramos became Deputy Director of the PBS Foundation in December 2018. She is responsible for managing the operations, administration, communications, research, and stewardship functions of the Foundation.

Previously, Idalia served as Chief Operating Officer of the American Psychological Foundation, part of the American Psychological Association, in Washington, DC. There she directed the financial operations, administration, grantmaking, grant evaluation, and communications. Prior to assuming the COO role in 2012, Idalia had also served as its Assistant Director, Program Director, and Program Officer. Prior to joining the American Psychological Foundation in 2005, Idalia held various roles at Grantmakers for Effective Organizations.

Idalia holds a bachelor's degree from Yale University and a master's in public policy from George Mason University.

Tia Graham, JD**Senior Director, Individual Giving**

Tia Graham serves as the Senior Director, Individual Giving. In this role, she works with a diverse group of donors to create outright and deferred gifts that meet a wide range of personal and financial goals. While at PBS, she also led a six-year capacity building project that provided training to station development professionals, senior leadership, and governing boards. Tia previously served as the Director of Gift Planning at NPR.

Prior to her eleven years in 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.

Tia is a frequent presenter for professional development organizations, most notably the National Association of Charitable Gift Planners (CGP), Council for Advancement and Support of Education (CASE), and statewide estate planning councils.

She is a graduate of Northeastern State University (Oklahoma) with a BS in Accounting and a Juris Doctorate from the University of Tulsa College of Law. She is a member of CGP (Board Member 2021-2023), Women of Color in Philanthropy (WOC), National Bar Association, and the Oklahoma Bar Association. She is a Freedman Citizen of the Seminole Nation of Oklahoma.

PREFERRED COMPETENCIES AND QUALIFICATIONS

PBS Foundation seeks a Senior Director, Principal Gifts with

- a commitment to the mission of PBS;
- 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 at the \$1M+ level;
- experience with planned giving concepts and combination/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 technology including Raiser's Edge or similar donor database software.

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.

SALARY & BENEFITS

PBS Foundation offers a competitive salary and [benefits package](#).

LOCATION

The position is located in the PBS Foundation's metropolitan Washington, DC headquarters (Arlington, Virginia) with some flexibility around remote working.

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, PBS Foundation.](#)

To nominate a candidate, please contact Anne Johnson:

[annejohnson@aspenleadershipgroup.com.](mailto:annejohnson@aspenleadershipgroup.com)

All inquiries will be held in confidence.