



Jewish Federation of Greater Atlanta

JOB DESCRIPTION

Position Title: Director of Foundation Business Development

Reports To: Vice President of Foundation

ORGANIZATIONAL OVERVIEW

At the Jewish Federation of Greater Atlanta, we are building a stronger, more connected Jewish future. This future is powered by philanthropy and built on a solid foundation of engaging programming supported locally across Atlanta and in Israel. A thriving and connected 21st Century Jewish Atlanta ensures that every Jew and their loved ones can access a warm and caring Jewish community, timeless Jewish wisdom, global Jewish peoplehood, and Jewish ways to do good in the world. This vision depends on a strategic and accessible philanthropic landscape that empowers every individual to give in a way that is meaningful to them.

Reporting to the Vice President of Foundation, the Director of Foundation Business Development will be responsible for driving new business growth for the Atlanta Jewish Foundation by identifying, cultivating, and converting prospective Donor-Advised Fund holders who are not currently affiliated with the Foundation or known as donors to Federation. This externally focused role will expand AJF's reach by building trusted relationships with wealth managers, financial advisors, estate planning attorneys, accountants, business owners, entrepreneurs, and other community influencers who can connect new individuals and families to values-driven, tax-smart philanthropy.

The ideal candidate is a polished, entrepreneurial relationship-builder who is comfortable initiating conversations with high-capacity prospects, professional advisors, and centers of influence. They will understand how Donor-Advised Funds, complex assets, charitable planning, and family philanthropy can help individuals give with greater purpose while strengthening Jewish Atlanta, Israel, and the broader community. Success in this role will require disciplined pipeline management, persuasive communication, strong follow-through, and the ability to partner across Federation and Foundation teams to turn new relationships into long-term philanthropic engagement.

ESSENTIAL FUNCTIONS

- Lead new business development for the Atlanta Jewish Foundation, with a primary focus on identifying, qualifying, cultivating, and closing new Donor-Advised Funds from individuals and families who are not currently affiliated with the Foundation or known as donors to Federation.
- Develop and execute a proactive prospecting strategy targeting high-capacity individuals, business owners, entrepreneurs, executives, next-generation philanthropists, and professionals in key sectors including finance, real estate, technology, private equity, venture capital, law, and closely held businesses.



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- Build, deepen, and steward strategic relationships with wealth managers, financial advisors, estate planning attorneys, accountants, family office professionals, and other trusted advisors who can introduce clients to AJF's philanthropic solutions.
- Leverage AJF's role in the Atlanta Charitable Advisor Network (ACAN) and other professional networks to expand visibility, cultivate referral sources, and position AJF as a premier philanthropic partner for charitable planning conversations.
- Own and manage a robust new business pipeline in Salesforce, including prospect identification, outreach, cultivation steps, advisor referral tracking, conversion goals, and post-conversion relationship handoff or retention strategy.
- Lead initial outreach, discovery conversations, and follow-up with prospects and advisors, clearly communicating the value of AJF's Donor-Advised Funds, charitable planning expertise, Jewish values lens, and connection to Federation's broader communal impact.
- Create targeted cultivation opportunities, presentations, and follow-up strategies that move unaffiliated prospects and advisor-referred leads from awareness to engagement to opening a fund.
- Collaborate with Marketing and Foundation colleagues to develop compelling materials, messaging, and outreach campaigns for prospects, advisors, and centers of influence.
- Work in close collaboration with Federation's Director of Business Development and Advancement colleagues to ensure coordinated outreach, avoid duplicative prospect engagement, and convert appropriate opportunities into new Foundation clients and Federation donors.

QUALIFICATIONS & KEY COMPETENCIES

- Formal education in business, finance, entrepreneurship, law, estate planning, wealth management, or charitable planning required
- Minimum of 8 years of experience in business development, fundraising, financial services, nonprofit advancement, planned giving, philanthropic advising, or equivalent experience
- Proven ability to build trust quickly with high-capacity prospects, professional advisors, and community influencers
- Strong interpersonal and communication skills, with the ability to translate charitable planning concepts into clear and compelling value propositions
- Entrepreneurial mindset, comfort with cold and warm outreach, and persistence in moving prospects through a disciplined business development process
- A high degree of professionalism, confidentiality, discretion, and integrity
- Strong organizational and time management skills, with the ability to manage multiple prospects, advisor relationships, and cultivation strategies simultaneously
- Strong strategic planning skills with a history of setting and achieving ambitious outreach, revenue, or relationship-development goals



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PREFERRED QUALIFICATIONS

- Experience developing referral relationships with wealth managers, attorneys, accountants, family offices, or other professional advisors
- Working knowledge of Donor-Advised Funds, complex assets, legacy giving, charitable vehicles, and nonprofit organizations
- Experience using Salesforce or another CRM to manage prospects, pipelines, activity tracking, and conversion metrics

COMPENSATION

The salary range for this position is \$110,000 - \$135,000 plus a comprehensive benefits package. Anticipated salary near midpoint; commensurate with experience.

Jewish Federation of Greater Atlanta provides equal employment opportunities to all applicants and prohibits discrimination with regard to race, religion, age, sex, national origin, sexual orientation, gender identity or expression.