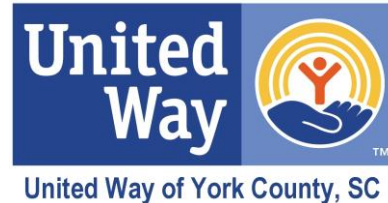


United Way of York County, SC
Position Description



Title: Resource Development Director

Reports to: President

Job Classification: Exempt Salaried Position

Last Updated: March 11, 2022

PURPOSE: Contribute to the attainment of United Way of York County's mission and vision through successful leadership of UWYC's volunteer driven fund-raising program to generate financial resources to achieve organization's goals and mission. Provide oversight of the day-to-day management, expansion, and overall coordination of the entire range of fundraising activities.

Key Functions:

- Build awareness, recognition, and visibility of UWYC as a leader in efforts to help families achieve financial stability.
- Assist in the development and implementation of strategic planning, community impact programs, fundraising campaigns and special events as needed.
- Works in partnership with President, staff, campaign strategy team and board to ensure that the funding needs of UWYC are met and sustained to increase the impact and influence of UWYC in York County.
- Lead cultivation, recruitment, training, and coordination of resource development volunteers.
- New Business Development via strategic business recruitment plans.
- Obtain and keep current professional certifications as necessary to perform the job.
- Participate in on-line training, webinars, and when possible, attend seminars to keep abreast of industry and system best practices and enhancements.
- Document policies and procedures and cross train others to ensure backup for functions.
- Develop financial resources through campaign, as well as establishing and maintaining year-round relationships with traditional community partners, while nurturing new sources that yield an increase in annual fundraising.

Responsibilities and Duties:

Resource Development: Develop and manage the general campaign plan and timetable, utilizing a fund-raising process that assesses potential, sets goals, and helps identify volunteer leadership for future years.

- Maintain current knowledge of community political, social, and economic factors that may affect campaign projections and grant acquisition.
- Build strong relationships with Campaign/PLS Chair, CEOs, Board of Directors, individuals, funders, and business community representatives.
- Provide direction and motivation to Campaign Cabinet for the purpose of soliciting new company campaigns and corporate gifts.
- Organize the campaign structure and volunteers as needed to respond to changes in the workplace in employment and campaign potential.

- Design and implement recruitment and training programs for volunteers (Campaign strategy team and Employee Campaign Coordinators) including development of job descriptions, managing, and evaluating performance.
- Work with Campaign Chair and Campaign Strategy Team to develop strategies to attract new donors, enhance support from current donors, and develop and expand affinity groups.
- Develop and implement plan of action to solicit sponsorship dollars leveraging corporate marketing dollars with United Way co-brand opportunities.
- Develop a written strategy for all campaign divisions, including affinity groups, professionals, healthcare, and other United Way organizations including UWW's GCL companies.
- Develop and implement an individual donor engagement plan to recruit, retain, and grow donors outside of the workplace campaign along with Marketing and Communications Director.
- Conduct face-to-face meetings with current individual donors and prospects in order to expand United Way's influence and revenue.
- Identify CEO cultivation calls and individual donors calls and coordinate outreach with President of UWYC.
- Work with staff members responsible for financial reports and data entry to ensure account data is accurate and information is collected, recorded, and distributed accurately and timely.
- Work with marketing staff to ensure United Way brand strategy is integrated into campaign plan and execution. Assist with development, ordering, and distribution of campaign materials, including an organizational video prior to campaign kickoff.
- Maintain productive functions that are producing high level results as well as implement new fundraising techniques in response to a changing environment.
- Develop and remain accountable for department budget.
- Ensure correspondence and research regarding resource development between United Way Worldwide is completed in a timely manner.
- Develop relationships with funders to obtain grants for United Way and community-based programs to sustain and/or expand programs related our mission.
- Work outside normal office hours when required to include early mornings, evenings, and weekends.
- In partnership with Marketing and Communications Director organize and plan annual donor recognition event.

Community Investment Process:

- Assist with implementation of community impact and investment agenda via support of UWYC Board of Directors, Allocation Investment teams and community-based partners including representatives from local agencies, organizations, funders, and local government.
- Communicate success stories and outcomes with donors, funders, and community partners to increase awareness and engagement.

Policy and Planning:

- Collaborate with President, staff, and board to develop and implement a long-range Resource Development plan that complements the organizational goals and funding requirements as it supports the Community Impact Agenda.
- Review current policies and recommend practices and procedures to support organizational growth.
- Increase community awareness on various impact priority issues as appropriate to goals.

Other duties as assigned to achieve the mission of the UWYC

Key Skills:

- Commitment to excellence and to the mission of United Way of York County.
- Ability to build and maintain relationships with diverse groups with a focus on customer service excellence.
- Ability to appropriately present information and data in written, electronic, and oral forms to diverse target markets.
- Manages quickly changing priorities and resulting workflow; demonstrate ability to manage and prioritize tasks and meet deadlines.
- Maintains confidentiality of all customers/stakeholders at all times.
- Ability to work well as a “team player,” yet able to work independently when necessary.
- Internally motivated to recognize and act on opportunities to further the mission of UWYC.

Job Requirements:

- Education: Minimum of Bachelor’s Degree in communications, social science or business.
- Minimum of three years’ experience with nonprofit organization with fundraising experience preferred.

Skills:

- Understanding of fundraising - basic selling skills (consultative selling approach preferred), workplace (annual) campaigns, leadership and major gifts, special events, sponsorships, and other significant approaches to generating revenue.
- Must possess strong communication skills, (written and oral), including public speaking experience.
- Ability to use software (MS office suite Excel/ Word and donor database) and other technology to manage data and compose reports.
- Aptitude and attitude to maximize use of volunteers.
- Motivate, train and coordinate efforts of volunteers and staff to achieve goals.
- Ability to interpret computer-generated reports and analyze data.
- General attributes should include ability to manage several projects simultaneously, work effectively with people from different backgrounds - respect diversity, participate effectively on teams, work with modest supervision and possess a positive “can-do” attitude.

Physical Demand:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.
- While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee frequently is required to reach with hands and arms. The employee is frequently required to stand, walk, and may occasionally be required to stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 30 pounds. Must have a valid SC Drivers license.