

Job Description

Position: Development and Community Relations Director

Reports to: Executive Director

Objective:

- To participate in the creation of, and to manage and implement a year-round program to enhance customer relationships among donors and volunteers.
- To increase revenue by providing leadership and expertise in the annual community campaign, endowment campaign, special events, and affinity groups.
- To cultivate relationships within all accounts, in order to maximize potential and reach desired organizational goals and to establish deeper donor relationships with both individuals and organizations.
- To build and execute a year-round marketing plan that represents UWWC's mission and programs to an outward facing audience through online, print, mail, and radio mediums.
- To enhance communication with all departments within United Way in order to contribute to, and demonstrate, ownership of organization mission goal.

Essential Roles and Responsibilities:

Development:

- Develop a multi-year plan to sustain and increase revenue from the following areas: workforce giving, corporate gifts, individual contributions, major gifts, planned giving, affinity groups, and events.
- Develop positive relationships with all current donors, businesses, employer campaign coordinators (ECCs) and CEOs.
- Research and outreach lapsed donors to re-engage interest in supporting UWWC.
- Identify and follow through on corporate and individual prospective donors, including making cold calls.
- Develop and execute a plan for donor outreach and the corresponding material, including the annual solicitations to donors and prospects.
- Oversee the resource committee; help recruit and provide support to campaign chair and resource committee members.
- Maintain accurate account notes and update data base (Donation Tracker and Salesforce), following established instructions for data entry.
- Oversee sponsorship outreach and the solicitation process for events and programs. Work with other UWWC staff to plan out an annual sponsorship strategy.

- Oversee the Kids in Coats Fund outreach by encouraging community-based fundraisers,
- Manage the Windham Welcome mailing to new movers in Windham County; oversee list purchase ,scrubbing and mailing; solicit sponsorships for packet.
- Oversee the UPS Rose Sale in conjunction with the Office Manager; identify groups to outreach, build marketing material, oversee process to purchase, coordinate delivery and pick-up on the day-of event.
- Represent UWWC at relevant committees and groups; actively build relationships in the community to promote good-will, a positive image, and support of UWWC's mission.
- Perform other duties, special projects and responsibilities as required.

Workplace

- Run workplace campaigns, in collaboration with key volunteers. Coordinate with workplace campaign contact person for timeline, presentations, UWWC marketing material, etc. Oversee the campaign donations via pledge forms (paper and online) and coordinate with the office manager to ensure data entry and acknowledgements.
- Review workplace campaign accounts, analyze data and develop strategies to increase employee and corporate contributions.
- Recruit, manage and train campaign volunteers as necessary to ensure success in each campaign activity; in collaboration with key volunteers, run account campaigns.
- Build, maintain and strengthen relationships necessary for operating an effective workforce giving program aimed at generating increased level of giving on an annual basis
- Working with Executive Director on annual campaign materials and messaging to convey United Way's community impact agenda in all community campaign training, presentations and donor visits.

Development/Communications:

- Must be an effective advocate and communicator in articulating the importance of UWWC, able to motivate and mobilize a wide spectrum of donors and stakeholders to support organizational objectives.
- Represent United Way at conferences, functions and speaking engagements throughout UWWC service area, presenting a professional image and promoting United Way's value to constituents.
- Staff fundraising and marketing events throughout the year; be active in local business-related activities and other service groups as needed.
- Perform other duties, special projects and responsibilities as required.

Data and Information Management:

- Analyze and evaluate previous campaigns, changes in current community structure, economic climate and other factors that could affect the success of the annual campaign.
- Demonstrate an ability to strategically use data to set goals and objectives for resource development efforts.

- Record all communications with donors in Salesforce.
- Exhibit competency in the use of Donation Tracker to create reports, retrieve data and in performing comprehensive analysis and data manipulation related to annual giving.
- Manage Department budget.

Prospecting:

- Identify corporate and individual prospects with growth potential.
- Steward and grow relationships with donors, key volunteers, grow the pipeline of qualified prospects, support donor cultivation.
- Represent the organization at selected events and perform other duties as assigned.

Marketing:

- Develop a year-long marketing calendar with outreach through various mediums (print, eNews, Facebook, radio, newspaper, etc).
- Oversee the annual Community Impact report and its printing and distribution.
- Manage/create the monthly eNews with content that promotes the UWWC brand and mission; work with UWWC staff to promote UWWC programs and events.
- Manage social media as it relates to campaign and other fund raising event.
- Develop brochures, newsletters, annual appeal letters, rack cards and other material that represent the UWWC brand and mission.

Brand Steward:

- Act with integrity and strong ethics to foster trust at all levels (personal, market and societal)
- Internalizes the meaning and commitment of United Way and consistently act according to its values and purpose.
- Demonstrate the value of the network; is a good system-citizen
- Accountable and transparent with all stake holders.

Shared Responsibilities:

- Act as a United Way of Windham County ambassador.
- Participate in organization-wide events as appropriate such as Day of Caring, Campaign kick-off, Dental Care Day, etc.
- Organized, creative, highly analytical, excellent verbal and written communication skills effective in a broad diversity of audiences.
- Demonstrate ability to work effectively and as part of a team, including but not limited to: answering the phone, office maintenance, and excellent customer service.
- Familiarity with PowerPoint, Word, Excel and Outlook, Facebook.
- Must be able to effectively multitask while managing details.
- Must be able to work independently and be self-motivated.
- Must have reliable transportation and willingness to travel throughout Windham County.



- Must be able to lift over 40 pounds.
- Perform other duties, special projects and responsibilities as required.
- Must be willing and able to work outside the 8:00 AM to 5:00 PM timeframe.
- Must have valid driver's license and daily access to reliable transportation.
- Perform other duties, special projects and responsibilities as required.

Job Specific Experience and Qualifications:

- Bachelor's degree required.
- Direct experience in development or a related business field.
- Firm understanding of fund raising concepts.
- Strong computer skills: PowerPoint, Word, Excel and Outlook, Facebook, Twitter, Constant Contact, and Instagram.
- Strong presentation and public speaking skills.
- Demonstrate track -record for developing and implementing fundraising strategies, meeting annual goals and consistently increasing development results.

Diversity and inclusion are at the heart of what it means to LIVE UNITED and advance the common good; to be a diverse and inclusive system is fundamental to achieving our mission and vision. United Way of Windham County is committed to diversity and inclusion and is especially interested in candidates who can contribute to the diversity and excellence of the organization.

To apply send cover letter, resume and three references to: info@unitedwaywindham.org or to United Way of Windham County, P.O. Box 617, Brattleboro, VT 05302. No phone calls, please.