

## Resource Development Associate

Reports to: Executive Director

Commitment: 37.5 hours per week

Location: Hybrid In-Office/Remote

Classification: Full-Time Employee (Exempt)

Closing Date: June 14, 2024

### **Essential Role and Shared 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, 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 sponsorship outreach and the solicitation process for events and programs. Work with other UWWC staff to plan out an annual sponsorship strategy.
- 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 Campaigns**

- Work with workplace campaign coordinators for timeline, presentations, UWWC marketing material, etc. Oversee campaign donations via pledge forms (paper and online) and coordinate with Office Manager to ensure data entry and acknowledgements.
- Review workplace campaign accounts, analyze data and develop strategies to increase employee and corporate contributions.
- 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.

**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.

**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.

**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:**

- 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.
- Must be able to effectively multitask while managing details.
- Must be able to work independently and be self-motivated.
- 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.

**Compensation and Benefits:**

- Salary Range: \$55,000 – \$60,000
- Combined Time Off (Sick/Personal)
- 11 Full Day Holidays, 2 Half Day Holidays
- Employee Sponsored Health Insurance
- 3% match on Qualified Retirement Plan
- Bereavement Leave (3 Days)

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 please send a resume, cover letter describing your interest in the position, and three professional references to United Way of Windham County, P.O. Box 617, Brattleboro, VT 05302 or by email at [info@unitedwaywindham.org](mailto:info@unitedwaywindham.org).