

Vice President of Resource Development and Marketing United Way of the Capital Area, Inc.

POSITION DESCRIPTION:

The Vice President of Resource Development and Marketing reports to the President & CEO and is responsible for providing strong, innovative and collaborative leadership in developing and maintaining financial resources, including the workplace campaign and specific development programs. This person also serves as the lead staff for strategic volunteer committees and external communications.

This position will have primary responsibility to manage the infrastructure needed to sustain and grow our budget through corporate partners, corporate engagement, workplace giving, major and transformational gifts, annual giving, corporate and foundation relations, grants, planned giving, affinity groups, sponsorships and capital gifts. Additionally, this position will expand and diversify United Way of the Capital Area's donor base/pipeline and work closely with other team members to secure funding for new initiatives. This position will work closely with the Board of Directors and support board members as they take on a more active fundraising role.

EXAMPLES OF DUTIES AND RESPONSIBILITIES:

The Vice President of Resource Development and Marketing is expected to grow United Way's overall revenue year-over-year through strategic and creative fundraising, including the following:

- Direct volunteer leadership, cultivation, recruitment, and training, especially in working with Campaign and Marketing Committees.
- Establish policies, procedures, direction and strategies of the total Campaign effort.
- Leads efforts to substantially grow individual leadership level giving both inside and outside the workplace. Take personal ownership of relationship with certain key individual leadership donors and support the CEO and key volunteers as they provide primary relationship with other key leadership givers. Develop and mentor staff members assigned other key leadership giver relationships.
- Develop, update and monitor diversified strategic plan to sustain and increase revenue from the following areas: workforce giving, corporate gifts, local foundations, individual contributions, major gifts, grants, planned gifts, affinity groups and events.
- Lead efforts to understand, evaluate and reduce donor churn, with a particular focus on lapsed leadership level givers.
- Manage the organization and preparation of reports and other materials designed to interpret and recommend campaign programs and procedures to volunteers and staff.
- Analyze markets to identify areas of opportunity and community potential.

- Represent United Way of the Capital Area at various community events and national United Way meetings and, as required, speak on behalf of the organization.
- Coordinate special events and specific fundraising efforts that provide United Way of the Capital Area with increased visibility in the community.
- Identify, capitalize and execute appropriate grant opportunities.
- Collaborate with the Community Impact team to integrate programmatic and corporate/community engagement opportunities for funding.
- Assist with the completion of special assignments and projects as assigned.
- Astutely collect, analyze, and interpret data to improve fundraising strategies.

Marketing:

- Maintain updated annual database of donors for regular communication.
- Direct a marketing program which includes market research design and implementation of a short-term and a long-term marketing plan.
- Direct planning and coordination of general and specific communications programs and develop a year-round communications plan.
- Direct the communications strategies for a community-wide fundraising program, including development and implementation of strategies and goals for identifying, soliciting and cultivate long-term relationships with United Way of the Capital Area's stakeholders.
- Coordinate development of print, audio/visual, and online materials.
- Coordinate special events and specific fundraising efforts which provide United Way of the Capital Area with increased visibility in the community.

QUALIFICATIONS / REQUIREMENTS:

The ideal candidate will at minimum possess a Bachelor's degree in business, marketing, communications, nonprofit management, or similar field and at least seven years of fundraising or sales management experience. Other preferred qualifications include:

- Experience working in a non-profit environment.
- Three (3) or more years of executive or management level experience
- Proven ability to effectively evaluate, analyze and interpret fundraising data and information to advance all development activities.
- Excellent strategic thinking/problem solving skills.
- Excellent oral and written communications skills.
- Achievement orientated; shows initiative and enthusiasm while demonstrating uncompromising responsibility, courage and self-confidence, even in the face of difficulties.
- Background in grant research and writing.
- Strong time/project management and people skills.

- Technological savvy, including a beyond basic understanding of Microsoft Office Suite, fundraising and customer relationship management software, website design/maintenance, and social media platforms.
- A valid driver's license, proof of auto insurance coverage and daily access to a personal vehicle, as this position requires extensive local travel and occasional regional travel.
- An intrinsic drive to achieve goals and results.
- Proven track record of raising significant dollars.

In addition, all United Way employees are expected to promote teamwork and an atmosphere that honors diversity, inclusion, mutual support, and collaboration.

The statements contained in this position description are intended to describe the general routine and level of work of the position and are not intended to be an exhaustive list of all responsibilities, duties, or skills required by the position. All United Way employees will be expected to perform other duties as assigned.

UNITED WAY CORE COMPETENCIES FOR ALL STAFF

- **Mission-Focused:** Catalyzes others' commitment to mission to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivations.
- **Relationship-Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator:** Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results-Driven:** Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- **Brand Steward:** Steward of the brand and understands their role in growing and protecting the reputation and results of the greater network.
- **Equity-Centered:** Understands why racial, gender, and other inequities exist and focuses on developing strategies to address them.

United Way of the Capital Area is an Equal Opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected Veteran status.