

Director of Development (United Way of Cumberland County)

Salary range is \$48,000-\$55,000.

Job Summary:

This position mobilizes the organization's resources for effective campaigning. Responsible for effectively cultivating financial resources necessary for the growth of the United Way of Cumberland County. Support other positions within the organization toward the attainment of the organization's mission. The successful candidate will be an articulate, well written, detail-oriented team player who shows exemplary judgment (particularly in regard to media messaging). A deep passion for helping those in need is crucial for success in this role.

Essential Tasks and Responsibilities:

- Effectively carry out all responsibilities as resource team leader and serve as liaison to the campaign/fundraiser volunteers and chairs.
- Design and organize an annual fundraising plan and goal.
- Facilitate the annual campaign through communication with companies and their campaign coordinators, scheduling of events/speakers, supplies needed for their campaigns, etc.
- Monitor campaign activities division by division in order to identify problems and opportunities and develop appropriate responses.
- Compose solicitation letters for all divisions handled by mail.
- Research and maintain an awareness of current and developing campaign techniques in areas of group solicitation, corporate solicitation, and individual solicitation.
- Organize an annual new accounts development plan.
- Manage end-of-campaign "clean-up" to ensure that all accounts and prospects have been properly contacted.
- Prepare a cultivation list of companies and execute a plan for contact prior to the campaign.
- Assist with completing Database 2 Report as required by United Way Worldwide in a timely manner.
- Manage a timely thank you campaign process.
- Develop and implement a yearly benefactor's program.
- Acquire grants for the Dolly Parton Imagination Library Program and other United Way initiatives throughout the year.
- Participate in general staff meetings; provide expertise and support to all divisions of the organization when needed in support of the organization's plan.
- Work with Marketing Coordinator to develop a marketing plan for effective public information and communication efforts to create year-round high visibility for the United Way
- Develop training materials for campaign managers for the annual workplace campaign as well as other United Way work areas as assigned. This includes events like Campaign Manager training and agency tours.
- Development of the annual local campaign video, providing storyline, recruiting video participants, and getting necessary clearances.
- Plan, organize, and oversee Campaign Manager trainings/luncheons, etc., Campaign Kickoff and Awards/Wrap Up, Marquis Social, and other Campaign events.
- Other duties as assigned.

Supervisory Responsibilities: No direct supervisory responsibilities

Required Competencies:

1. Building Relationships – Demonstrate the ability to create and sustain mutually positive relationships and networks with internal and external donors.
2. Communicating Effectively – Demonstrate the use of verbal communication to effectively convey ideas and information and to assure others are heard and understood.
3. Facilitating Meetings – Demonstrate ability to mediate or work with a group to reach a consensus, effectively solve problems, make decisions, or accomplish tasks.
4. Making Decisions – Demonstrate ability to make sound and timely decisions in a disciplined and systematic manner by basing decisions on available information supported by an understanding of overall organizational or departmental goals and priorities.
5. Community Impact – Has a thorough understanding of community impact within the context of United Way of Cumberland County. Is able to articulate community impact messages using specific examples.
6. Team Leadership– Demonstrate the ability to establish an environment conducive to collaboration and teamwork while leading by example and modeling an organization’s core values.
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Other Required Knowledge/Skills:

1. Bachelor’s degree in business, marketing, communications, advertising or related field.
2. Minimum of 4 years of experience in successful executive-level fundraising or similar experience.
3. Strong computer skills
4. Strong organizational and collaborative skills, attention to detail
5. Ability to juggle multiple projects while meeting demanding deadlines, producing high-quality work, and projecting a positive attitude.
6. Team player with the confidence to take the lead and guide other departments when necessary.
7. Innovative and open to change, willing to try new ideas.

Work Environment:

- On site. (not remote)

Physical Demands:

- Able to lift up to 30 pounds.
- Can talk and hear.
- Able to attend outdoor events, sit and stand.

Hours of work:

- Hours may vary but are typically within 8:30 am to 5 pm, Monday to Friday.
- Occasional evening or weekend hours are required.

Please submit your resume and cover letter to the following:

Steve Blanchard, Interim Executive Director

Director@unitedway-cc.org