



United Way of Gaston County

POSITION DESCRIPTION

Position Title: President

Reports To: Board of Directors

Organization Overview

The United Way of Gaston County is a 501©(3) organization that traces its roots to 1953, when Gastonia business leaders chartered the Greater Gastonia United Fund in order to meet local human care needs through a central fund-raising and fund distribution system. Over the years, the organization grew organically and through mergers to become the comprehensive, multi-million dollar, county-wide agency that it is today.

In recent years, The United Way of Gaston County has emphasized building awareness about its funded programs and services. As a part of the emphasis, the United Way of Gaston County moved from agency funding to targeted program funding, while incorporating accountability measures to demonstrate the tangible results of its giving.

Overview of Responsibilities

The President is the leader of the organization, establishing a vision for Community Impact that is achieved through the efforts of a diverse team of high-performing leaders, staff and volunteers alike. The President is the chief mobilizer; s/he leverages the power of relationships and networks, and works across private, public and corporate sectors to improve conditions in the community. The President possesses a high level of broad business and management skills and is effective at generating resources and financial support for the organization. The President is dedicated to shared and measurable goals for the common good – creating, resourcing, scaling and leveraging strategies for broad investment and impact. The President is the steward of brand and understands his/her role in growing and protecting the reputation of United Way. S/he is responsible for building trust in United Way and its relevance in the community. S/he values network and strives to leverage United Way's breadth of community presence, relationships, and strategy.

Key Responsibilities/Essential Functions

The major responsibilities of this position include, but are not limited to:

Community Impact

The President is responsible for the overall impact of United Way of Gaston County on the community, with particular emphasis on increasing its capacity to drive the community initiatives. The President works closely with the Board to craft and adapt the strategy to achieve this increased impact, including raising the funds to support it. S/he will establish and build relationships with top leaders in the community, including those representing the highest levels in business, government and non-profit sectors.

Resource Development

The President is charged to drive key results in fundraising; to identify, cultivate and solicit prospective donors and key leaders of prospective new corporate partners; to leverage personal and professional contacts and relationships into fundraising opportunities; and to promote a culture of fundraising in the organization, both at the staff and board level.

Strategic Management

The President serves as the principal resource to the Board of Directors and its key committees and gives strong direction in policy formulation and interpretation. S/he partners with the Board of Directors and the United Way of Gaston County Senior Leadership team to craft organizational goals and develops strategies to ensure that they are achieved. S/he ensures coordination and alignment of all United Way activities to strategic direction in the areas of community impact, resource development, and staff alignment.

Organization Management

The President is accountable for building and leading high-performing teams, ensuring all teams are aligned and collaborating to achieve organizational results. S/he maintains accountability for the operational and fiscal integrity of the organization within policies set by the Board of Directors. The President assesses organizational capacity to implement strategies and identify gaps in systems and staffing; directly supervises Senior Leadership positions and establishes individual goals; works with the Finance Manager to manage organizational spending, monitor budget compliance, and mitigate financial risks; and ensures the United Way of Gaston County goals of inclusiveness and diversity among staff and volunteers are met.

Experience/Position Requirements

- Seven to 10 years of experience working in the nonprofit sector (United Way experience is desirable), and interacting with volunteers and diverse boards. Alternately, extensive experience in the leadership and management of organizations of comparable size and mission.
- Expertise on issues relevant to the organization as illustrated by the Core Competencies
- Ability to command the confidence and respect of stakeholders.
- Experience in or across multiple sectors, including nonprofit, public and corporate environments.

- Experience in developing partnerships, building teams and conflict management.
- Experience in building revenue and increasing philanthropic support.

Qualities

S/he has unquestioned integrity; a long term perspective; a strong sense of accountability; a practical ability to get things done; wisdom and good judgment; a fair and thoughtful approach to management, combined with the flexibility and courage to shift direction and experiment with new initiatives; excellent verbal and written communication skills; a high energy level and sense of humor.

Bachelor's Degree required from an accredited college or university
Computer skills, including MS Office

Core Competencies Required For This Position

- **Mission-Focused:** Catalyze 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 relationship 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 his/her role in growing and protecting the reputation and results of the greater network.
- **Visionary:** Confronts the complex realities of the environment and simultaneously maintains faith in a different and better future, providing purpose, direction, and motivation.
- **Team-Builder:** First ensures that the right people are in the right roles at the right times; fostering commitment, trust, and collaboration among multi-cultural leaders and stakeholders.
- **Outward Turning:** Understands the dynamics of local, regional, and national environments, and works on an agenda rooted in the community's own perception and its needs and aspirations.
- **Business Acumen:** Possesses a high-level of broad business and management skills and is effective at generating financial support for the organization.
- **Network-Oriented:** Values the power of networks; striving to leverage United Way's breadth of community presence, relationships, and strategy.