

## Executive Director – United Way Coastal Carolina

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### About United Way

United Way of Coastal Carolina strives to create a better future for our neighbors in need. United Way strives to reduce the number of individuals experiencing financial difficulties, barriers to education, and lack of access to healthcare. UWCC has supported and managed disaster recovery efforts for 25 years. Through collaboration with governments, businesses, nonprofits, and individuals, United Way of Coastal Carolina impacts the most complex problems in our region, creating positive and lasting social change.

The United Way of Coastal Carolina serves the counties of Carteret, Craven, Jones, and Pamlico with a budget of approximately \$1 million.

### Position Summary

Reporting to the Board of Directors, the Executive Director (ED) will be a mission-driven, collaborative, and innovative leader. The ED will manage the entire United Way of Coastal Carolina (UWCC) operation within the annual budget guidelines as adopted by the Board of Directors. The Executive Director will serve as the brand ambassador and champion of the organization in the community, which includes connecting with a constituency of givers, recipients of services, individuals, associations, agencies, education partners, government, businesses, and other institutions. The Executive Director will possess a high level of broad business skills, financial acumen, and strategic management expertise to effectively retool the campaign process to generate resources and financial support for the organization. As a lead spokesperson, the Executive Director will ensure that United Way of Coastal Carolina's mission and community investments are consistently presented positively and collaboratively. This is not a remote work position

### Essential Duties and Responsibilities

- Commitment to United Way's mission and values, including the ability to build relationships with donors and non-profit partners.
- Coordinate organizational resources to ensure strategic alignment in community impact, resource development, and staff alignment.
- Provide strategic and long-term vision consistent with the direction set in partnership with the Board of Directors.
- Work with the Board of Directors to determine objectives and strategies for meeting goals; allocate resources according to priorities; and leverage all resources available to accomplish associated tasks and anticipated obstacles.
- Oversee fundraising planning and implementation, including identifying resource requirements, developing innovative future strategies, researching funding sources, and establishing an effective process to secure resources while overseeing fundraising records and documentation.
- Maintain and foster relationships with current workplace campaigns and identify, cultivate, and solicit prospective donors and corporate partners to develop fundraising opportunities further.

- Maintain accountability for the operational and fiscal integrity of the organization within policies set by the Board of Directors.
- Ensure that the Board has access to all information needed to carry out its governance responsibilities and is informed of matters and developments that warrant their attention.
- Advance the mission and image of the organization by serving as the chief representative to all internal and external stakeholders, including the Board, staff, local nonprofits, donors, the media, government, and the public.
- Implement a year-round program of communications and marketing to bring the broadest possible support from and understanding of the United Way
- Represent the interests of health and human service nonprofits through efforts designed to educate corporate and government representatives on community needs.
- Ensures the organization meets legal obligations and complies with the membership requirements of United Way Worldwide.

### **Knowledge, Skills, and Abilities**

- Strong relationship-building and donor cultivation experience with proven results in resource generation.
- Analytical, problem-solving, financial, budget, and decision-making skills.
- Demonstrated leadership and management skills, including the ability to attract, motivate, and develop leadership volunteers and staff.
- Proven skills as an effective communicator with strong interpersonal skills, unquestionable integrity, and skills to build consensus.
- Passion to make a positive difference in people's lives and strength to be a decisive, compassionate, and humble leader willing to take strategic risks when appropriate.
- Ability to facilitate meetings and groups.
- Computer Proficiency and Experience: Word, Excel, PowerPoint, Adobe, and Publisher.
- Ability to work in a fast-paced environment.

**Educational and/or Experience** - Bachelor's degree preferred and five years of experience working in a non-profit organization or other relevant corporate or public sector experience with significant volunteer leadership roles.

**Residency and Travel** – It is preferred that applicants reside in the service area and be available to attend early morning, evening, and/or weekend meetings periodically. They should also be able to travel independently throughout Coastal Carolina.

**Language Skills** - Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or styles. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.

**Finance Skills** – Budget development, fiscal management, analysis, calculate figures and percentages

**Certificates, Licenses, Registrations** - Valid driver's license and automobile insurance.

**Physical Demands** - The employee must meet the physical demands described here to perform the essential functions of this job successfully. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions. While performing the duties of this job, the employee is regularly required to sit and talk or listen. The employee must frequently use their hands to finger, handle, or feel. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

Additional Information – As a small United Way with less than five employees, staff may be required to perform additional administrative or program tasks. This job also requires the following skills: Strategic thinking, leadership skills, problem-solving, professional demeanor, customer service, persuasive/negotiation, people skills, knowledge of fundraising techniques, volunteer management, and public speaking.

### **Compensation and Benefits**

A minimum base salary of \$59,000 with additional consideration based on the candidate's experience, non-profit sector knowledge, technical and communication skills, and other factors that may prove relevant during the interview process. Other compensation and benefits in addition to the base salary include paid time off, retirement, and health insurance.

*United Way of Coastal Carolina is an equal employment opportunity employer. UWCC values, champions and embraces diversity in all aspects with regards to UWCC activities, and respect others without regard to race, color, religion, creed, age, sex, national origin or ancestry, marital status, veteran status, sexual orientation, or status as a qualified disabled individual or other category protected under applicable state or municipal law. United Way of Coastal Carolina will reasonably accommodate the disabilities of qualified applicants to permit them to perform the essential functions of the subject position.*

Please submit a cover letter, resume and list of at least three references to this address or send an email to [sandra@unitedwaycoastalnc.org](mailto:sandra@unitedwaycoastalnc.org) :

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