

# UNITED WAY OF NORTHEAST LOUISIANA POSITION DESCRIPTION

**POSITION TITLE:** Resource Development Manager

**REPORTS TO:** Director of Resource Development

**ORGANIZATIONAL OVERVIEW:** United Way of Northeast Louisiana fights for the **Education, Financial Stability, and Health** of every person in our community. For over 60 years, we've been a trusted community partner, mobilizing resources and finding new solutions tailored to the challenges of our ever-changing community. We invest in programs that prepare kids to graduate, help families become more financially stable, make quality healthcare accessible, and ensure safe places to call home.

**PURPOSE OF POSITION:** To assist in the planning, organization, and implementation of annual campaign and workplace campaigns as well as realization of goals and objectives. Develop professional relationships with company representatives and donors. Effectively promote United Way of Northeast Louisiana programs and services on a year-round basis to maximize campaign contributions. Work with volunteers to influence company leadership support for United Way.

## **DUTIES AND RESPONSIBILITIES:**

### **Campaign Operations & Implementation**

- Manage portfolio of workplace campaigns
- Maintain an in-depth knowledge of fundraising best practices and strategies, especially as they relate to the annual campaign
- Serve as an exemplary campaign leader by operating with the utmost professionalism and responsiveness in order to foster positive relationships and credible campaign practices
- Responsible for overall management of campaign volunteers, divisions, and employee campaigns as assigned
- Call on and establish a relationship with CEOs as assigned
- Gather and report important data from CEO calls
- Identify strategies to grow the annual campaign and to increase market penetration of United Way as the philanthropic choice for donors
- Provide support and mentor staff regarding account assignments
- Submit weekly campaign reporting during the months of September through December
- Be a champion for the best practices for workplace giving
- Identify market segments within the workplace for strategic cultivation
- Work with the Director of Resource Development to provide timely delivery of all annual giving materials for donors
- Assumes responsibility for related duties as required or assigned

### **Relationship Building**

- Cultivate community support for United Way by developing and maintaining contacts with local individuals, businesses, and organizations
- Develop and maintain knowledge of community environmental factors which may affect fund raising activities
- Research prospective corporate customers to establish new donor relationships and annual giving resources
- Identify and call on new workplace campaigns
- To assist in identifying new ways to drive and generate revenue
- Identify and execute opportunities for relationship building with current and prospective donors, and treat each as a valued donor
- Promote culture focused on helping every donor maximize their lifetime donor value and impact to the community through United Way
- Support campaign staff with information and training for the campaign season in order to develop, maintain, and grow new and existing relationships
- Utilize ANDAR/360 campaign and data management software to actively enhance productivity and customer relations
- Develop volunteer relationships through cultivation, recruitment, training, motivation, and recognition
- Network with donors and community partners as opportunities arise, whether they are United Way or non-United Way events
- Work closely with the Director of Resource Development to maintain and grow a strong annual campaign base
- Work with all staff to ensure the effective capture of account information in ANDAR/360

## Data Analysis & Reporting

- Create and maintain campaign records in ANDAR/360 and other software as necessary
- Assist in the analysis and reporting on previous year's campaign data
- Maintain all campaign records and vital reports
- Provide pertinent historical data and information to support the work of the volunteer Campaign Cabinet
- Assemble materials needed for CEO calls
- Work with the Data & Technology Manager to accurately produce Report 1, Report 2, and Database II in the areas of Resource Development and Campaign
- Direct gathering and analysis of data to properly recognize outstanding corporate/employee giving and campaign volunteers

## Universal Responsibilities

- Attend training when available
- Exhibit the highest ethical and moral values possible
- Represent United Way at all in times in a professional manner
- Maintain a working knowledge of community impact activities and results of United Way
- Comply with all United Way employee policies and procedures, as adopted by the Board of Directors
- Maintain an organized work calendar
- Completes all assigned tasks in an efficient and timely manner

## QUALIFICATIONS:

Education: Bachelor's degree preferred

Experience: Two-three years' experience in sales, fundraising, or marketing preferred

## Skills:

- Strong organization and time management skills
- Strong attention to details
- Public speaking skills, story teller, skilled communicator, strategic communicator, connects with a variety of audiences
- A self-starter with the ability to effectively handle multiple complex tasks, and the ability to solve problems with a goal-oriented mindset
- Working knowledge of Microsoft Office products (Excel, Word, PowerPoint, Outlook)
- Good math aptitude
- Flexibility to work outside of normal business hours (a requirement from time to time)
- Excellent writing skills
- Ability to lead: organize, motivate, supervise
- Ability to appear energized, informed, and interested - even in the face of extreme campaign fatigue