

United Way of West Florida Position Description

Latest Revision Date: January 2022
Position/Title: Development Manager
Reports to: *Director of Development*
Exempt/Non-exempt: Exempt
Annual Salary: \$41,500

General Description:

The Development Manager is a key member of the Development Team and works to achieve annual revenue and engagement goals through year-round partnerships with companies and workplace employees. Working with senior leadership, the Development Manager will help implement a fundraising plan. The Development Manager will collaborate with colleagues, donors, and volunteers to inspire people to financially support United Way of West Florida's (UWWF) work.

Essential Functions:

- Through collaboration, ensure UWWF has the financial resources necessary to support community investment grants, community impact initiatives, and the organization's day to day operations.
- Manage a variety of corporate relationships.
- Serve as the primary United Way staff to a portfolio of companies and organizations. Collaboratively plan and execute their annual workplace campaigns to achieve or exceed revenue goals.
- Develop and grow meaningful year-round relationships with key company leaders, donors, and volunteers.
- Serve as a contributing member of the Development team to assist in successfully conducting workplace campaign presentations, special events, and requests for corporate gifts.
- Monitor, lead, track and analyze specific fundraising campaigns and special events, identifying corrective measures where necessary.
- Effectively communicate the UWWF message to external parties by having a keen understanding of UWWF's organizational mission, goals, community impact strategies, and community needs.
- Develop and deliver effective and appropriate presentations and information to diverse work environments.
- Research and analyze corporate partnerships through workplace campaign history, trends, and relationships to develop an action plan that maximizes fundraising efforts.
- Develop and implement creative strategies to achieve UWWF's annual campaign goal.
- Provide regular activity status, update projections, and conduct account analysis to monitor results and to address challenges as they arise.
- Maintain accurate data in CRM (Customer Relationship Management) database
- Provide monthly report to Director of Development.
- Collaborate with workplace campaign coordinators to plan and execute strategic campaigns using effective communication, organization, and customer service skills.
- Cultivate volunteer relationships that connect companies and individuals with UWWF.
- Maintain strategic interaction with all UWWF volunteers
- Assist with recruitment, training, and support of Ambassadors. Develop relationships with Ambassadors that foster/enable combined efforts in Workplace Campaigns.
- Assist with recruitment, training, and support of Development Advisory Council.
- Identify prospects and secure new relationships with area companies.

Other:

- Work collaboratively with Marketing Team to develop communications and marketing tools needed to support campaign activities.

- Positively represent UWWF at networking activities, events, partner agency events and other outside activities that contribute to relationship building and visibility.
- Perform other general and administrative duties as assigned.
- Job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.

Physical Demands:

- Ability to communicate well, orally and in writing
- Regular use of the telephone and email for communication is essential
- Sitting for extended periods is common but is not always the case
- Must be able to travel offsite (about 25%) to represent the organization (e.g., give fundraising presentations, and attend meetings)
- Must have good manual dexterity to use common office equipment, such as computers and copier.

Educational Requirements:

- Associates degree preferred
- Minimum of 3 years of proven success in fundraising, events, sales, communications, volunteer management, or office management

Experience and Skills:

- Public speaking and strong presentation skills
- Fundraising
- Strong written communication skills
- Ability to build strong relationships with donors and volunteers
- Ability to manage and prioritize multiple tasks
- Strong customer service skills
- Outgoing personality with the capacity to motivate and inspire others
- Self-motivated
- Proficient in Microsoft Office
- Working knowledge of CRM's and/or database management experience
- Strong analytical skills
- Team player
- Must have reliable transportation
- Ability to work atypical and extended hours during the week

United Way Core Competencies:

- 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 are 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 his/her role in growing and protecting the reputation and results of the greater network.