

## UNITED WAY OF SOUTHEAST ALASKA

*United Way collaborates with communities and agencies across Southeast Alaska to strengthen and improve the Health, Education and Income Stability of all individuals.*

### **JOB TITLE:**

Resource Development Director

### **POSITION DESCRIPTION:**

To develop and implement short- and long-term fundraising plans that build upon UWSEAK's reputation for resource development and community impact, and meet defined performance goals for United Way workplace campaigns.

### **REPORTS TO:**

The President/CEO (or Board of Directors via the Chair and Executive Committee in the absence of the President/CEO).

### **SALARY RANGE:**

\*To be defined\*

### **GENERAL RESPONSIBILITIES:**

#### Workplace Campaigns

Work with the United Way team of staff and volunteers to develop and implement strategies for United Way workplace campaigns to include the following duties:

- Analyze and evaluate campaign progress; provide timely reports, information and support to campaign leadership.
- Convene and attend meetings and training sessions for staff, volunteers, and key workers.
- Develop effective relationships with key campaign workers and volunteers, organizational leaders and representatives.
- Use sound resource development procedures, in accordance with the principles of United Way, to ensure the efficient solicitation, collection and documentation of gifts and pledges.
- Develop and implement strategies to build the participation and giving levels of existing campaign workplaces, and to increase the number of participating workplaces.
- Develop and implement strategies to increase corporate gifts by building relationships with new and existing corporate donors.
- Develop and maintain campaign data, records, documentation and statistics using ANDAR.
- Design and execute a donor recognition program.
- Analyze and evaluate fund raising and community impact results to benefit future campaigns.
- Participate in setting and achieving campaign goals.

#### Marketing and Communication

Work with the staff and volunteers to develop and implement strategies for campaign-related publicity, campaign print materials, newsletters, advertising (broadcast and print), "thank you" letters and cards, web communications, special events, photography, and donor/volunteer recognition and awards.

- Promote public understanding and support of human service needs and programs by representing United Way in community activities and by building our network of relationships throughout Southeast Alaska.
- Maintain cooperative relationships with United Way member organizations.
- Work with United Way staff and volunteers to plan and implement an annual Day of Caring and other service and development events identified by the President and Board.
- Work with United Way staff and volunteers to coordinate the kick-off of the annual United Way campaign and to plan and implement other campaign events; such as work-place campaign meetings and the end-of-campaign celebrations.
- Work with United Way staff and volunteers to plan and implement key worker training, donor cultivation and recognition events, and the Annual Meeting.
- Assist with the maintenance and update of web-based programs including:
  - United Way of Southeast Facebook and Instagram pages.
  - United Way of Southeast Alaska website.
- Oversee volunteer development and administrative training (i.e. - get connected program).

#### Administrative Assistance

At the direction of the President, provide ongoing general administrative support for office operations to include items such as:

- Manage incoming correspondence via phone, email and postal mail.
- Process bank deposits, credit card donations and other financial transactions and reports and deliver to items to the bank as needed.
- Organize and maintain office equipment.
- Order supplies as needed.
- Oversee payment of bills and payroll.
- Provide support with data entry and donor relations as needed.

#### Other Duties

- Occasional travel to communities in Southeast for campaign-related activities and community outreach.
- Facilitate community groups as needed.
- Perform other duties as assigned or requested by the President.

#### **PHYSICAL REQUIREMENTS:**

- Ability to communicate verbally, in public settings and in writing. Give public presentations and media interviews as necessary.
- Some lifting and carrying – up to 50lbs – as needed to prepare for events.
- Physical requirements necessary for general office environment.

#### **PREFERRED KNOWLEDGE AND SKILLS:**

- High School Graduate required - Bachelor's degree in Business or related field preferred.
- Excellent organizational skills and the ability to prioritize complex and varied tasks.
- Ability to work effectively with community leaders, donors, friends, partners, and volunteers.
- Integrity, honesty, and high ethical standards in all professional performance and behavior. Personal attributes that facilitate positive interpersonal relations such as tact, patience and a sense of humor.
- Outstanding verbal and written communication skills.
- Professional experience in special events and/or volunteer coordination.
- Previous supervisory experience preferred; ability to respect and maintain confidentiality required.

- Initiative, self-discipline and the ability to work without supervision while supervising and motivating others.
- Strong computer skills to include experience with programs such as Microsoft Office, Adobe Creative Suite and database software.
- Dedication to the United Way purpose, “to improve lives and communities.”

**NOTE:**

The UWSEAK’s written job descriptions are descriptive only and are not meant to itemize all the needed attributes, skills or duties associated with a given position. Everyone who works at UWSEAK is responsible for mission excellence, stakeholder satisfaction and productive teamwork and is counted on and encouraged to make continual improvements toward those ends.

I have read and understand the above job description. I understand that this job description is not meant to itemize all the needed attributes, skills or duties associated with my position and further understand that my tasks and responsibilities may be added to or changed at the discretion of the President, with the approval of the Board of Directors.

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Signature of Employee

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Date

Adopted by the Board of Directors March 17, 2016