

Job Description

United Way of Anderson County

Director of Resource Development & Engagement

Job Classification: Full Time, Exempt

Reports to: President/CEO

Location: Anderson, SC

Purpose of Position

- Provide leadership, guidance, and oversight for the planning, development, and execution of the United Way of Anderson County (UWAC) fundraising and engagement efforts, including the annual campaign, leadership giving, and community engagement initiatives.

Job Relationships

External:

- Regular contact with the public, staff, volunteers, donors, and board members.
- Frequent contact with United Way Worldwide and professional staff of other United Ways.
- Close working relationship with Campaign Chair and community partners.

Internal:

- Reports to the President/CEO.
- Supervises Resource Development Program Coordinator-MIS/Database.
- Collaborate with the CEO and Director of Marketing & Communications to develop appropriate campaign and engagement messages and tools.

Areas of Responsibilities

Fundraising and Donor Relations:

- Oversee all fundraising activities, including individual, Leadership Giving, corporate giving, United Way partnerships, and events, ensuring a diverse portfolio of donors.
- Cultivate and maintain relationships with key stakeholders, including individual donors, foundations, and corporate partners.
- Prepare reports on campaign, donor, and volunteer activity.
- Protect confidential information.
- Collaborate with the Director of Marketing & Communications to implement Leadership Giving and target market efforts.

Annual Campaign:

- Develops and assures implementation of specific individual program work plans and timetables for all campaign related activities.
- Provide directions to staff and volunteer leaders to ensure quality, continuity, recruitment, and motivation of effective community leadership.

- Communicate regularly with other areas of the United Way of Anderson County to ensure understanding of activities related to resource development.
- Coordinate staffing assignments for the annual campaign cabinet.
- Manage assigned campaign accounts, including the SnackPack, Women United and African American Leadership Society programs.
- Assist the Communications Director in providing comprehensive campaign educational materials, promotions, and events.

Sponsorship:

- Collaborate with staff to coordinate sponsorship asks, packages, etc.
- Track sponsorships for all events and activities.

Community Engagement:

- Collaborating with Community Impact department develop and implement strategies to enhance community engagement and volunteerism.
- Serve as a liaison between United Way and community organizations.

Financial Management:

- Analyze fundraising results and adjust strategies, as necessary.

Supervisory:

- Coordinate training and assign responsibilities to the resource development staff.
- Provide year-round direction and supervision for the resource development staff.

Other:

- Assist in preparing for resource development or other organization-wide special events as assigned.
- Ensure compliance with all legal and ethical issues related to fundraising.

Qualifications

Education and Experience:

- Bachelor's degree in business administration, Social Services, or a related field.
- Three years of experience in the United Way field or a similar nonprofit environment, with experience in campaign management preferred.

Skills and Competencies:

- Excellent communication skills, both oral and written.
- Strong program management and organizational skills.
- Proficiency in database management and generating data reports.
- Professional and caring attitude, with the ability to work well with a wide range of people.
- Excellent people skills.
- Ethical and trustworthy.
- Ability to work well as a collaborator.

The United Way of Anderson County offers competitive compensation based on prior experience and qualifications as well as comprehensive benefits in order to best support our people. Benefits we offer include: health, life, short term disability, dental and vision insurance where United Way of Anderson County pays generously towards the cost of these benefits for eligible employees.

The United Way of Anderson County is an equal opportunity employer and value diversity. All employment is decided on the basis of qualifications, merit and business need.

Interested Candidates

Anyone interested in being considered for this opportunity can submit their resume to Kevin Capell, kevin@uwandsc.org. Qualified candidates that bring a diversity of thought, experience and background are encouraged to apply.