

Job Description
United Way of Rutherford and Cannon Counties

Job Title: Vice President of Development and Engagement
Reports to: President and CEO
FLSA Status: Regular Full-Time Exempt
Date Revised: June 2022

POSITION SUMMARY: The Vice President of Development and Engagement supports the mission, goals, values, and philosophy of the United Way of Rutherford and Cannon Counties by exhibiting the following: demonstrated sales and business development acumen, commitment to excellence, efficiency and effectiveness, flexibility, diplomacy, and accountability. As a member of the United Way of Rutherford and Cannon Counties' management team, the individual's performance includes superior demonstration of the following professional attributes: ethical leadership, effective communication, teamwork, and job knowledge. The Vice President of Development and Engagement is responsible for achieving aggressive revenue and engagement goals and strategies that advance the mission and vision of the United Way.

Major Giving/Tocqueville Society and Planned Giving/Legacy Society:

- Develop and implement strategies that increase participation in United Way's major gifts program, involving President and CEO and/or key volunteers
- Ensure a customized, personal experience with United Way for Tocqueville Society members in order to deepen the donor's commitment and loyalty to the organization
- Maintain an active, detailed portfolio of Tocqueville Society members and prospects in United Way's database
- Develop and implement strategies for recapturing lapsed Tocqueville Society members
- Develop and implement strategies that increase participation in United Way's planned giving program, involving President and CEO and/or key volunteers
- Maintain an active, detailed portfolio of Legacy Society donors and prospects in United Way's database

Corporate/Workplace Giving and Engagement:

- Lead efforts for retaining existing and recruiting new corporate and workplace giving opportunities, involving President and/or CEO and key volunteers
- Offer training and appreciation opportunities for Employee Campaign Managers (ECMs), who serve as the United Way contact at their place of work
- Coordinate workplace giving campaigns with ECMs and ensuring necessary support, including planning meetings, kick-off presentations, workplace special events, etc.
- Ensure development team is managing donor relations effectively to increase giving and support of United Way's annual giving program
- Develop and implement strategies for regaining lapsed corporate/workplace accounts

Grant/Written Proposals and Specialty Campaigns:

- Source and complete grants and written proposals, including corporate foundations, civic organizations, local government, and private/family foundations
- Collaborate with President and CEO and Community Impact/programs staff to identify needs that could be best supported by grants
- Develop and implement strategies for "Special Campaigns" such as giving days, direct mail, segmented campaigns to specific industries/professionals/retirees, etc.

Mission Statement

The United Way of Rutherford and Cannon Counties improves lives by advancing opportunities for education, health and financial stability for all.

Vision Statement

To be the primary community solutions leader for human services.

Donor Relations

- Maintain a portfolio of United Way leadership donors, utilizing a donor engagement plan to correspond and interact with donors individually throughout the year
- Develop and implement strategies for garnering new donors and recapturing lapsed donors

Strategic Engagement

- Oversee a robust offering of engagement opportunities and activities for donors throughout the year
- Ensure the advancement of United Way's Young Leaders Society in partnership with the YLS Advisory Council
- Ensure the advancements of Women United in partnership with the Women United Advisory Council
- Oversee strategic volunteer events and activities, including but not limited to, days of action, on-site volunteerism, and community engagement opportunities; ultimately creating volunteer experiences that result in volunteers becoming donors or existing donors increasing their support
- Oversee opportunities such as tours to engage donors or prospective donors

Volunteer Collaboration:

- Serve as staff contact for two board-level committees: the Resource Development Committee, and the Tocqueville and Endowment Committee, including preparation and coordination of committee meetings and activities
- Serve as primary contact for the Women United and YLS Advisory Councils
- Provide support to President and CEO on board-related fundraising activities

Additional Responsibilities:

- Collaborates with finance staff to ensure accurate gift application and records
- Collaborate with marketing and communications staff to develop effective donor materials and recognition
- Understand, interpret, and present data involving giving, donors, and other fundraising-related topics
- Develop strategies for improving donor retention rates
- Provide support to President and CEO as needed on special projects and initiatives
- Develop and utilize working understanding of community impact strategies
- Effective management and tracking of development activities through the organization's database
- Execute/oversee alternative methods of generating revenue as necessary
- Primary duties and responsibilities are not all-inclusive, and employee will be asked to fulfill other duties as required.

SUPERVISORY RESPONSIBILITIES:

- Director of Engagement and Volunteerism
- Development Coordinator

EDUCATION AND EXPERIENCE:

- Bachelor's degree in business, communications, public relations, marketing or related field
- Master's degree in a related field and/or CFRE preferred
- Minimum of seven to ten years of experience in fundraising, business, communications, public relations, marketing, sales or related field

OTHER SKILLS:

- ability to manage a multi-functional team
- strong interpersonal skills and problem-solving skills
- ability to communicate effectively with a diverse range of individuals

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- highly developed organizational and planning skills
- creative and detail-oriented
- highly developed oral and written communication skills
- ability to manage multiple projects and tasks simultaneously
- advanced proficiency in Microsoft Office (Word, Excel, Powerpoint, Publisher, Outlook); experience with CRM databases such as Andar or Salesforce are preferred

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT: Position is in an office setting that involves everyday risks or discomforts that require normal safety precautions. Frequent off-site meetings and events are also a component of this position, as well as night and weekend events and activities.

*The above statements are intended to describe the general nature and level of work being performed by individuals in this position. They are not intended to be an exhaustive list of all duties, responsibilities and skills of personnel so classified.

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