

Job Description
United Way of Rutherford and Cannon Counties

Job Title: Associate Vice President, Corporate and Workforce Engagement
Reports to: Vice President of Development and Engagement
FLSA Status: Regular Full-Time Non-Exempt
Date Revised: February 2019

POSITION SUMMARY: The Associate Vice President, Corporate and Workforce 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. The individual's performance includes superior demonstration of the following professional attributes: ethical leadership, effective communication, teamwork, and job knowledge.

The Associate Vice President, Corporate and Workforce Engagement will work closely with the Vice President of Development and Engagement and the President and CEO to meet aggressive goals and accomplish the following:

- serve as the lead staff person for activities related to development and fundraising in the corporate and workforce sector, accounting for a significant percentage of United Way's annual revenue
- lead efforts for recruiting new corporate and workplace giving opportunities, involving appropriate staff and key volunteers
- manage a robust portfolio of accounts, meeting or exceeding established fundraising goals with those accounts
- manage donor relations effectively and creatively to increase giving and support of United Way
- implement strategies for regaining lapsed corporate/workplace accounts and for improving donor retention
- engage donors and corporations in activities throughout the year, such as volunteer opportunities, tours, special campaigns, collection drives, etc.
- ensure that accurate and up-to-date records are maintained in the organization's database as it pertains to workforce and corporate development
- serve as a member of the Development and Engagement team, participating in department activities, strategies, and events as needed
- understand, interpret, and present data involving corporate/workforce giving, donors, and other fundraising-related topics
- primary duties and responsibilities are not all-inclusive, and employee may be asked to fulfill other duties as necessary.

Volunteer Collaboration:

- Development Committee (board-level committee)
- Provide support to President and CEO on board-related fundraising activities

Supervisory Responsibilities: Director, Corporate and Workforce Engagement

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.

Mission Statement

To improve lives by advancing opportunities for education, health and financial stability for all.

Vision Statement

To be the primary community solutions leader for human services.

Education and Experience:

- Bachelor's degree in business, communications, public relations, marketing or related field
- CFRE-preferred
- Minimum of five years of experience in fundraising, business, communications, public relations, marketing, sales or related field

Other Skills:

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

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.

*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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