



United Way of Rutherford
& Cannon Counties

Job Description ***United Way of Rutherford and Cannon Counties***

Job Title: Director of Workplace and Annual Giving
Reports to: Vice President of Development and Engagement
FLSA Status: Regular Full-Time Exempt
Date Revised: July 2023

POSITION SUMMARY: The Director of Workplace and Annual Giving supports the mission, goals, values, and philosophy of the United Way of Rutherford and Cannon Counties by exhibiting the following professional behaviors: commitment to excellence, exceeding expectations, efficiency and effectiveness, and accountability. As a member of the United Way of Rutherford and Cannon Counties' professional team, the individual's performance includes superior demonstration of the following professional attributes: ethical leadership, effective communication, teamwork, and job knowledge. The Director of Workplace and Annual Giving develops and implements goals and strategies that support the mission and vision of the United Way.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Serve as the lead staff person for activities related to development and fundraising in the corporate and workplace 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;
- coordinate annual giving initiatives such as direct mail, online giving, and special giving campaigns;
- manage a robust portfolio of accounts, meeting or exceeding established fundraising goals with those accounts;
- effectively steward donors and manage donor relations 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, educational sessions, special campaigns, collection drives, etc.;
- ensure that accurate and up-to-date records are maintained in the organization's database as it pertains to annual donors, workplace and corporate development efforts;
- serve in a key role in the Give United annual giving digital campaign;
- 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/workplace 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.

SUPERVISORY RESPONSIBILITIES: None

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.

EDUCATION AND EXPERIENCE:

- Bachelor's degree in business, communications, public relations, marketing or related field
- Minimum of five years of experience – with a proven track record - in fundraising, business, communications, public relations, marketing, sales or related field

OTHER SKILLS:

- strong interpersonal skills and problem-solving skills

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.



United Way of Rutherford
& Cannon Counties

- 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, as well as evening/weekend hours.

*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.

Employee Signature

Date

President and CEO Signature

Date

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.