



United Way  
of Greater Greensboro

## POSITION DESCRIPTION

<b>JOB TITLE:</b>	Campaign Associate
<b>DEPARTMENT:</b>	Resource Development
<b>LOCATION:</b>	United Way of Greater Greensboro
<b>REPORTS TO:</b>	Associate Vice President, Development
<b>FLSA STATUS:</b>	Non-Exempt
<b>LENGTH OF ASSIGNMENT:</b>	Seasonal, August - December 2024 Hours: 29 hours/week maximum
<b>UPDATE DATE:</b>	June 2024

### POSITION SUMMARY:

The Campaign Associate (CA) serves as an ambassador for United Way of Greater Greensboro (UWGG) supporting the United Way annual campaign by assisting full-time Resource Development (RD) staff, managing a small, assigned portfolio of accounts, fostering relationships with company campaign volunteers, engaging in public speaking utilizing exceptional communication skills to drive participation and support for reducing generational poverty in Greensboro, NC. This role requires a blend of relationship management, public speaking, and sales acumen. This role also drives new business opportunities for non-participating organizations and individuals through prospect research, cold calls and sales meetings.

The Campaign Associate position will allow you to:

- Enhance account management and analytical skills to drive results
- Share passion around the human services work being done in Greensboro by delivering presentations and making sales calls
- Build relationships with business and community leaders throughout greater Greensboro
- Leverage fundraising techniques and tools to support interactions with investors

### ESSENTIAL FUNCTIONS:

#### Campaign:

- Managing a small portfolio of accounts to assist in building positive, long-lasting relationships with corporate partners and investors.
- Assist full-time staff with delivering campaign materials to companies and establishing campaign schedules.
- Analyze giving history to better understand philanthropy of companies and corporate social responsibility goals.
- Update corporate information and campaign progress in UWGG's internal database on a consistent basis.
- Follow-up on accounts via phone, email or letters as needed.
- Send competent and professional emails.

- Provide new tactics and innovation to support the workplace campaign process.
- Conclude workplace campaigns, collect campaign contribution envelopes, and return to United Way according to established financial procedures and processes.
- Expand support for United Way by soliciting companies/organizations, small businesses and individuals in greater Greensboro who are not engaged with UWGG.

**General:**

- Adhere to all UWGG standards and protocols.
- Attend United Way RD departmental meetings.
- Attend UWGG events as schedules allow (including possible evenings and weekends).

**OTHER DUTIES:**

- Other duties as assigned.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Must be willing to study the issue of poverty and become an advocate for solutions.
- Self-motivating.
- Willing to meet and engage existing and new business partners.
- Think and respond quickly to the needs of the workplace campaign.
- Excellent interpersonal skills, both in-person, virtual and via phone, and a positive customer service attitude.
- Outstanding oral and written communication skills, including confident public speaking skills.
- Strong process orientation and organized recordkeeping.
- Ability to function effectively in a diverse, fast-paced and changing work environment.
- Must have the confidence and experience to make the ask; strong executive presence.
- Proficient Computer Skills – Thorough knowledge of MS Office applications, including Word, Excel, PowerPoint; database experience; internet research.
- Must demonstrate professional maturity and personal accountability.
- Dedication to mission of United Way of Greater Greensboro.

**EDUCATION AND EXPERIENCE:**

- Bachelor’s Degree or combination of education and relevant experience
- Experience with human services or social impact organizations as an employee or volunteer
- Experience collaborating with business professionals
- Must have car and drivers license
- Must be able to work nights and weekends when necessary

**HIRING RANGE:** \$15/hour plus mileage reimbursement

**PHYSICAL REQUIREMENTS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the Essential Functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the Essential Functions.

While performing the duties of this job, the employee is required to:

<b>Regularly:</b> 66% of time or more	<b>Frequently:</b> 33% to 66% of the time	<b>Occasionally:</b> 33% of the time or less
Sit	Stand	Climb

Talk	Walk	Balance
Hear	Reach with hands and arms	Stoop
Use hands to handle or feel		Kneel/Crouch
<b>Lifting:</b>	Able to lift 30 pounds without assistance.	
<b>Vision:</b>	Close vision	Distance vision
		Ability to adjust focus

Hazards Exposure: the employee is occasionally exposed to:

The potential of	<b>Working Conditions:</b>	<b>Noise Levels:</b>
	Normal business office	Usually below OSHA limits