



United Way  
of Greater Greensboro

## POSITION DESCRIPTION

<b>JOB TITLE:</b>	Director of Development, Workplace Campaigns
<b>DEPARTMENT:</b>	Resource Development
<b>LOCATION:</b>	United Way of Greater Greensboro
<b>REPORTS TO:</b>	Associate VP, Development
<b>FLSA STATUS:</b>	Exempt
<b>UPDATE DATE:</b>	June 2024

### POSITION SUMMARY:

The Director of Development, Workplace Campaigns is responsible for developing, implementing, and analyzing fundraising processes that create growth in dollars raised to invest in solutions to reduce generational poverty in Greensboro NC. The Director of Development will be assigned a portfolio of accounts totaling approximately \$1.5 million. The position is measured based on outcomes that lead to greater awareness about the work of United Way, donor engagement, and increased contributions. The Director of Development will collaborate with colleagues, donors, and volunteers to support community impact.

This position manages workflow of and supervises one temporary fundraising staff during peak volume of the campaign.

### ESSENTIAL FUNCTIONS:

- Serve as the Portfolio Manager for United Way Workplace Campaigns. \$1,500,000
- Educate community members about the issue of generational poverty and the impact of United Way through presentations to diverse groups including company representatives, individual prospects, community groups, forums, etc.
- Analyze corporate partnerships through workplace campaign history to develop an annual action plan that maximizes fundraising efforts and relationships.
- Research and analyze internal and external information to discover donor giving history, trends, and relationship opportunities.
- Maintain complete and accurate data in CRM database (ANDAR) for all prospects/donors by entering and updating data in CRM on daily/weekly basis.
- Enter communication logs into ANDAR on daily/weekly basis.
- Serve as a contributing member of the Resource Development team to assist in successfully conducting workplace campaigns, special events, and requests for corporate gifts to achieve annual goals.
- Identify, cultivate, and collaborate with workplace campaign teams to develop goals and action plans to achieve agreed upon goals.
- Follow through with appropriate messages and information pre and post meetings, events, emails, calls, and contributions. Perform cultivation activities of workplace and corporate prospects on ongoing basis.

- Positively represent UWGG by regularly attending networking activities and events.
- Develop strategies to create and enhance relationships with current and new partners.
- Participate in other outside activities that contribute to relationship building and visibility.
- Regularly travel to attend meetings with workplace campaign leaders and corporate executives.
- Regularly travel to perform drop off and pick up of campaign materials.

**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.
- Must demonstrate strong sales/fundraising skills.
- Must be willing to meet and engage existing and new business partners.
- Must have strong communication skills, both verbal and written, including demonstrated presentation and public speaking skills.
- Must be organized with strong planning and follow-up skills.
- Must be able to think and respond quickly to the needs of the workplace campaign.
- Must be able to influence others without authority.
- Must have excellent interpersonal skills, both in-person, virtual and via phone, and a positive customer service attitude.
- Ability to lead, train and manage volunteers and volunteer groups.
- Strong planning and organization skills with attention to detail.
- Ability to analyze and interpret statistical data using Excel as well as maintain accurate data records in CRM database (Andar).
- Ability to function effectively in a diverse, fast-paced and changing work environment.
- Must know the philanthropic landscape of Greensboro, North Carolina.
- Must have the confidence and experience to make the ask; strong executive presence.
- Must be able to build community collaborations.
- 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 required
- Minimum 4 years related work experience in fundraising or sales
- Experience with human services or social impact organizations as an employee or volunteer
- Experience collaborating with business professionals

**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
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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