



<b>DEPARTMENT/DIVISION</b>	Resource Development
<b>REPORTS TO</b>	VP, Resource Development
<b>EMPLOYMENT STATUS</b>	Full-Time
<b>FLSA STATUS</b>	Exempt
<b>DATE</b>	January 2019

### **ORGANIZATIONAL OVERVIEW**

United Way of the Mid-South is a multi-million-dollar non-profit, public charitable foundation that mobilizes financial and human resources, across 8-counties, to meet critical needs and to help ensure that hundreds of thousands of Mid-Southerners can achieve their highest potential. We support high-performing nonprofit agencies that are on the front lines fighting to decrease poverty in our community by addressing the essential building blocks for success – education, financial stability, and health – while maintaining vital safety net services in food, shelter, and safety for individuals facing crisis situations. By joining United Way of the Mid-South, you are uniting with a team that is moving the needle on poverty and making our community a place where everyone can thrive.

### **POSITION OVERVIEW**

This position is charged with generating the financial resources necessary to advance the UWMS mission and attain its Impact objectives. The position intent is to achieve financial targets by establishing, maintaining, and strengthening relationships with assigned workplaces that possess strong giving potential and history. Integral to this intent is an aggressive focus on time spent in the presence of donors and new business prospects. The position is accountable for engaging assigned workplaces on a year-round basis for the ultimate purpose of; generating contributions for the annual campaign; special initiative and event sponsorships; LE recruitment; and for addressing custom giving interests aligned with UWMS direction.

### **PRIMARY DUTIES AND RESPONSIBILITIES**

- Year-round presence with and responsiveness to assigned and team Priority Partners and new account prospects, and fundraising volunteers to promote growth
- Recruitment and partner with the annual Campaign Cabinet and business leaders.



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## **MANAGER, RESOURCE DEVELOPMENT**

- Management of seasonal staff, assistance to support staff, and involvement in inter-department to support corporate partnerships and workplace responsiveness.
- Customer-centric relationship development with customers assigned and problem solving skills.
- Ability to analyze results and set clear objectives for corporate partners
- The disciplined use of technology to analyze results, improve effectiveness, efficiency and collaboration with the organization.

### **QUALIFICATIONS**

- Bachelor's degree required in related field.
- Five years of fundraising or applied United Way campaign experience or five years in a sales management environment with emphasis on applied customer-centric relationships and problem solving skills.
- Strong oral and written communications skills with an ability to effectively engage diverse groups of individuals and organizations.
- Proficient and relevant knowledge and skills with a focus on customer relationship management systems (CRM), Google Suite, MicroSoft Office, and project management software.

### **PHYSICAL REQUIREMENTS**

This position requires the employee to be able to lift 30 pounds. The employee is regularly required to stand for long periods of time. The employee is frequently required to use finger and hand motion, and to reach using arms and hands. The position may also require significant walking and capability to climb stairs. The employee will need to have the ability to talk to and hear customers during events. Specific visual abilities required include close vision, distance vision, depth perception and ability to adjust focus. There may be additional physical requirements associated with off-site corporate or volunteer events.

### **WORKING CONDITIONS**

United Way of the Mid-South is an equal opportunity employer and does not discriminate against any person because of race, color, creed, religion, sex, national origin, disability, age, genetic information or any other characteristic protected by law. This nondiscrimination policy extends to all terms, conditions and privileges of employment as well as the use of all company facilities, participation in all company-sponsored activities, and all employment actions. United Way of the Mid-South will make reasonable accommodations for qualified individuals with known disabilities unless doing so would result in an undue hardship.



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## MANAGER, RESOURCE DEVELOPMENT

This position requires the individual to work in a range of environments and conditions. It requires possible coverage of round-the-clock work shifts for campaign support, evening and weekend work, shift work, working outdoors, working with challenging clients. The physical environment requires the employee to work both inside and outside in heat/cold, wet/humid, and dry/arid conditions. The position requires support of evening and weekend special events. At least 60% of the time will be away from the office developing existing account relationships, team management and new potential account partnerships. Flexible hours are required as job duties demand. Must have a valid Driver's License, car insurance, and reliable transportation. Must have personal cell phone to communicate outside of the office.

### **OTHER DUTIES**

Please note, this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this position. Other duties, responsibilities and activities may be assigned at any time with or without notice.

### **Competencies:**

- **Effective Fundraising:** The RD Pro is donor focused and results-driven with a relentless focus on gaining financial resources to support United Way's mission and community impact strategic objectives.
- **Strategic Relationship Management:** Develops and maintains strategic relationships that generate the financial resources necessary to support United Way's mission. Builds trust and donor commitment to United Way.
- **Entrepreneurial and Innovative:** Creatively seeks new opportunities to generate revenue and other resources that add greater value to the organization and the community including the ability to understand and contribute to the product development process, able to assess donor's interest and accurately convey those to cross-functional team.
- **Business Development and Sales:** Plans, implements, and evaluates business development and sales efforts. Uses multiple methods and various sources of information to identify and approach prospective donors, maintain positive relationships with existing donors, and bring organizational resources to bear on achieving donor and impact goals.
- **Volunteer Management:** Works to build organizational capacity through volunteer collaboration and to develop high-impact, meaningful volunteer opportunities that increase revenue, impact, outcomes, and influence.



- **Business Acumen & Strategic Direction:** Demonstrates understanding and knowledge of the United Way network; Understands business of the organization and effectively creates strategy. Understands general business and financial principles required to effectively lead, manage and align resources for performance; Is able to read financial statements and create budgets.
- **Operational Planning & Execution:** Establishes effective and efficient processes that align their department priorities with organization goals strategy and mission; Collaborates effectively within the organization. Inspires and motivates people to build the culture of United Way as the Mission of Choice.
- **Outward Turning:** Develops strategic relationships to benefit United Way and the community; Knows key players in community and is diligent in maintaining and expanding the network of partners. Seeks learning from inside and outside the network to build skills, knowledge, and abilities to challenge the organization in reaching its potential. Is an effective spokesperson for United Way and its work. Is present and visible in community and with partners (donors, volunteers...); Engages, listens and understands community aspirations. Establishes credibility as a leader on critical issues and solutions affecting the labor community.

### UNITED WAY CORE COMPETENCIES

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- **Mission-Focused:** Catalyze others' commitment to mission to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivations.
  - **Relationship-Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
  - **Collaborator:** understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
  - **Results-Driven:** Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
  - **Brand Steward:** Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.
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## MANAGER, RESOURCE DEVELOPMENT

### **APPLICATION PROCESS**

Qualified applicants should send cover letter, resume, and three references (with phone numbers) to the attention of [careers@uwmidssouth.org](mailto:careers@uwmidssouth.org). Please be sure to reference the position for which you are applying in the subject line of your correspondence. For more information about United Way of the Mid-South, please visit us online at [www.uwmidssouth.org](http://www.uwmidssouth.org).