Job Description

Job Title: Manager Regional Development — County Relations (Choctaw, Clarke and Washington Counties)
Department: Resource Development/Community Impact
Reports to: Vice President Resource Development
FLSA Status: Exempt

The following statements describe the general nature and level of work performed. They do not represent an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Summary & Scope

Resource Development: Develop, retain and significantly grow the level of financial support and commitment to United Way of Southwest Alabama (UWSWA). Work closely with key constituents at assigned businesses to plan, organize and implement campaigns, corporate gifts and other United Way activities to ensure successful, sustaining United Way commitments. Aggressively identify, recruit and develop new business prospects to ensure continued campaign growth.

Community Impact: Maintain and continuously develop relationships with key constituents at various levels within assigned companies and individual accounts, on committees, and throughout the three county footprint. Identify viable opportunities for additional involvement, partnerships, and volunteerism with UWSWA.

The primary duties of this position focus on the regional development of the (A) annual campaign and (B) community engagement throughout Choctaw, Clarke and Washington Counties. The individual is also responsible for the management of the Clarke County Outreach Center in Grove Hill, Alabama. Performing the duties of the job can require the employee to work early mornings, late evenings, and weekends, particularly during campaign season.

Essential Duties & Responsibilities

• Provide staff support for Committees and Campaign Cabinets in each county to meet and to exceed campaign goals.
• Identify, recruit, train and develop succession plans for volunteer/committee leadership.
• Achieve established organization financial goals for assigned accounts, new donors and new business development.
• Aggressively identify, recruit and develop prospects for new business development.
• Consistently manage, nurture, and communicate with assigned accounts and community partners to develop stronger relationships and workplace campaign support.
• Identify, cultivate and solicit individual donors. Assist in growing financial support in UWSWA’s leadership donor groups.
• Effectively convey UWSWA value proposition, mission and priorities to the general public, businesses and community leaders.
• Actively participate in Community Impact work (i.e. attend community events; communicate with partner agencies regarding general updates and their annual application and allocations process; support partner agency site visits, volunteer recognition events, etc.)
• Lead Campaign Cabinet volunteers in each county.
• Maintain current and accurate information in UWSWA’s database and CRM tools on all prospects, assigned accounts, and community partners.
• Develop and execute an annual individual work plan with measurable goals that reflect division and UWSWA objectives.
• Actively engage in business and community networking opportunities.
• Support media related activities and develop media relations in Choctaw, Clarke, and Washington counties.
• Support external and internal communications and marketing strategies.
• Coordinate direct mail campaigns for Choctaw, Clarke, and Washington counties.
• Explore, coordinate, and support sponsorship opportunities for county kick-offs.
• Promote a cooperative spirit among coworkers and other partners.
• Other duties may be assigned.

Key Accountabilities

Corporate Account Management/Campaign Activities — 55%
• Provide effective consultation and goal setting to help companies design effective employee giving campaigns.
• Serve as primary liaison with employee campaign coordinators.
• Develop and strengthen relationships with companies, individual donors, and volunteers.
• Assist in the development and implementation of overall campaign efforts.
• Identify companies and donors for staff to cultivate beyond the campaign period.
• Make presentations to individuals and groups with the intent of asking for contributions to support our mission.
• Play a significant role in securing funding for UWSWA by motivating and asking target audiences to give.
• Arrange for speakers, tours, and materials to support UWSWA messaging during campaigns.

Community Engagement — 45%
• Attend community events (i.e. city council meetings, county commission meetings, partner agency events, ribbon cuttings, etc.) across 3 county footprint.
• Volunteer and support various partner agencies, as needed.
• Utilize localized data and storytelling to outline the positive impact UWSWA has on the community.
• Act as a convener of resources for external partners and businesses.

Data Management — 10%
• Manage ANDAR software for the preservation of account giving history, accurate contact data, acknowledgement letters and vital communications for each account in the assigned portfolio.

Goals and Objectives — Daily
• General upkeep of office space at the Clarke County Outreach Center.
• Advocate for the advancement of UWSWA in our community.
• Display an enthusiastic passion for UWSWA’s mission to raise funds.
• Maintain loyalty to organizational Policies and Procedures, Diversity Equity and Inclusion, and Code of Ethics.
• Maintain professional and organizational standards and appearance while representing UWSWA within community.
• Maintain a service-oriented work ethic.
• Demonstrate respect and appreciation for diversity.

Professional Competencies
• Mission Focused
• Collaborator
• Brand Steward
• Self-Management
• Relationship-Oriented
• Communication Skills
• Results-Driven
• Demonstrates Social Responsibility and Stewardship

Additional Competencies
• Commitment to excellence and to providing exemplary customer service.
• Strong desire to be part of a team environment and work with a variety of diverse people.
• Positive attitude, flexible, and detail oriented.
• Dynamic, engaging, and articulate public speaker and writer.
• Ability to articulate UWSWA’s mission and to effectively convey achievements through effective presentations.
• Ability to address tough questions effectively and to respond with concise information.
• Possess exceptional time management skills.
• Ability to juggle multiple tasks and appointments and to work in a fast-paced, high energy environment.
• Punctual and reliable.
• Ability to perform basic statistical analysis, plan, set goals, provide leadership and motivate groups of people.
• Position requires lifting and carrying of up to 50 pounds, plus loading campaign materials into and out of vehicle throughout the day.

Supervisory Direction Received:
• Position works under the general direction of the Vice President of Resource Development.
• Requires planning and arranging of own work in relation to overall set objectives of portfolio.
• In the absence of the Vice President of Resource Development, or by his/her direction, the President/CEO will provide direction.

Working Relationships:
• United Way staff, Campaign Cabinet, committee leadership, partner agency staff, company leaders, Employee Campaign Coordinators, external vendors, donors.

Supervises: Committee volunteers. No direct staff reports.

Education, Skills, Experience, and Training Required for this Position:
• Work experiences that align with the position’s requirements. Undergraduate experience preferred.
• Focused sales/marketing experience with an applied emphasis on customer relationship building preferred; demonstrated success with effective listening skills.
• Ability to manage a portfolio of assigned accounts.
• Demonstrate public speaking and writing experience.

Technical Knowledge:
• Proficiency with a Windows operating system, MS Word, Excel, PowerPoint, Outlook, the Internet.
• Ability to organize a variety of tasks, meet deadlines and attend to details.
• Reliable automobile, valid driver’s license, and qualifying automobile insurance.

What is described here is representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
UWSWA DEI Statement

United Way of Southwest Alabama (UWSWA) recognizes and appreciates the unique contributions of diverse individuals and organizations in all aspects of our work. We know that by bringing diverse individuals and viewpoints together and by centering the needs of community members, we can collectively and more effectively support opportunities for a better life for all.

The United Way of Southwest Alabama recognizes and acknowledges the centrality of racism, enslavement, and exploitation to our regional history. We fully acknowledge the detrimental effects of all types of discrimination including that related to race, ethnicity, color, religion, creed, age, sex, national origin or ancestry, marital status, veteran status, sexual orientation, gender identity, and status as a qualified disabled or handicapped individual. We publicly and wholeheartedly denounce all notions of supremacy and will constantly seek unity in every area of the organization.

UWSWA takes the broadest possible view of diversity, going beyond visible differences, to affirm the spirit of all individuals, including the realities, background, experiences, skills, and perspectives that make each person who they are. Engaging the power of diverse talent and partners results in innovative solutions necessary to address complex issues. We understand that these practices will not happen organically, so we will make every effort to be intentional, relentless, and steadfast in assuring that we are equitable and inclusive in our staff, board and community decision-making. We acknowledge that embodying this stance requires a willingness to listen with humility, to reflect with courage, and to abandon some traditional ways of knowing, relating, and organizing that impact people negatively.

Diversity and inclusion are at the core of what it means to LIVE UNITED.

Name: ______________________________________________________
Signature: __________________________________________________
Date: ______________________________________________________