Job Description

Job Title: Manager, Donor Relations
Department: Resource Development
Reports to: Vice President Resource Development
FLSA Status: Non-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:
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.

Essential Duties & Responsibilities
- Achieve established organizational financial goals for assigned accounts, new donors and new business development.
- Achieve internal goals for number of donor or prospect calls and visits.
- Aggressively identify, recruit and develop prospects for new business development on a year-round basis. New business can include new workplace campaigns, new corporate gifts, new sponsorships, and new in-kind gifts for UWSWA.
- 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’s value proposition, mission and priorities effectively to the general public, businesses and community leaders.
- Manage, lead and motivate campaign cabinet and employee campaign coordinators.
- Assist with volunteer recruitment and training according to campaign timetables.
- 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.
- Promote established organizational values among internal and external constituents.
- Support external and internal communications and marketing strategies.
- Provide excellent customer service.
- Work directly with selected individuals participating in the Loaned Executive Program, as needed.
- Promote a cooperative spirit among coworkers and other partners.
- Other duties may be assigned

Professional Competencies:
- Mission Focused
- Collaborator
- Brand Steward
- Relationship-Oriented
- Self-Management
- Communication Skills
- Results-Driven
- Demonstrates Social Responsibility and Stewardship
- Team-Builder
Core Competencies and Required Skills:
- Exemplary Customer Service
- Must successfully display outstanding sales and/or fundraising skills.
- Will ensure all informational data is current and appropriate to goals and outcomes.
- Must be detail-oriented, with ability to manage and analyze data.
- Must demonstrate ability to effectively motivate volunteers and staff.
- Must be able to plan, execute, and evaluate assigned individual accounts.
- Ability to compose and edit business letters, reports, and a variety of other documents.

Supervisory Direction Received:
- Position works under the general direction of the Vice President 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, volunteer leadership, partner agency staff, company leaders, employee campaign coordinators, external vendors, donors.

Supervises:
- Assists in the training, coaching, and motivation of campaign volunteers, employee campaign coordinators, and community speakers.
- No direct staff reports.

Education and Training Required for this Position:
Bachelor’s degree preferred or an equivalent combination of education and experience. Strong communication, public speaking, relationship-building, computer skills, and fundraising/sales experience.

Previous Work Experience:
Minimum of 3-5 years of work experience that aligns with this position’s requirements.

Technical Knowledge:
- Proficiency with a Windows operating system, MS Word, Excel, PowerPoint, Outlook, the Internet
- Experience with donor processing systems/CRM preferable
- 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.

**Job Holder Name:**
____________________________________________________

**Job Holder Signature:**
____________________________________________________

**Job Supervisor Signature:**
____________________________________________________

**Date:**
____________________________________________________