

LIVE UNITED 
UNITED WAY OF LARIMER COUNTY
WORKPLACE GIVING DIRECTOR
JOB DESCRIPTION

REPORTS TO: Vice President of Resource Development

SCOPE OF POSITION: Responsible for supporting, monitoring, evaluating, developing and leading United Way's year round workplace fundraising efforts

RESPONSIBILITIES:

FUNDRAISING/JOB DUTIES

- Accountable for the annual campaign dollar and donor figure each year
- Develop annual campaign plan, specific strategies and related analysis
- Promote United Way's vision and mission in the community
 - Create sales presentation for campaign with help from Marketing; train all staff on the presentation
 - Present the United Way message to community members and employees throughout Larimer County
 - Support Vice President of Marketing with development of campaign materials
- Manage accounts in geographic territory to increase revenue and donors
 - Process pledge forms and donations
 - Keep accurate records of all interactions
 - Train, recruit, manage and support volunteer campaign coordinators
 - Provide excellent customer service to accounts
 - Update and maintain donor database
- Develop and maintain strong relationships with all constituents
 - Develop key partnerships in the community with an emphasis on networking through professional organizations, service clubs and/or Chamber networking events
- Establish new donor relationships through prospecting in your territory
 - Develop and maintain a prospecting plan for campaign staff
 - Develop and maintain effective "sales" materials
- Support successful direct mail process annually
- Support campaign special events
- Complete annual United Way of America surveys and be educated on all United Way of America membership requirements that relate to campaign
- Other duties as assigned

MANAGEMENT

- Manage and train Workplace Giving Associates
 - Provide and support staff development opportunities
 - Hire new associates as needed
- Develop and manage annual campaign budget
- Determine departmental expectations
- Create and monitor departmental goals annually
- Provide annual staff reviews and evaluations
- Support the recruitment and management all campaign related interns
- Establish and manage campaign departmental timeline
- Support Leadership Giving Director in the implementation of leadership giving at the workplace
- Coordinate annual campaign retreat
- Maintain excellent communication with all staff, particularly other Directors and Vice Presidents

- Provide leadership, analysis and training for Campaign team around Andar database
- Maintain relationship with neighboring United Way campaign counterparts

VOLUNTEER MANAGEMENT

- Recruit, train and support campaign volunteers
- Provide opportunities for volunteer recognition
- Provide staff support to Campaign Chairs
- Support campaign coordinator training and recognition
- Attend and participate in Resource Development and other committee meetings
- Report monthly to United Way Board of Directors

QUALIFICATIONS:

- Bachelor's degree required
- Minimum of three years non-profit development experience required, United Way campaign experience preferred
- Applicant must be proficient in Microsoft Office and have experience working with a database, Raisers Edge or Andar database experience preferred
- Minimum of two years management experience required
- Budgeting, networking, sales and account management experience desired

DESIRED SKILLS:

- Demonstrated fundraising success
- Previous experience managing a budget and staff
- Dynamic, energetic and driven personality
- Strong leadership skills with an aptitude for resourcefulness
- Organizational skills, attention to detail, and analytic and strategic thinking
- Effective written and verbal communication skills, as well as solid interpersonal skills
- Ability to work independently, as part of a team, and in a flexible environment
- Volunteer management experience
- Capability to prioritize and manage a multitude of tasks
- A self starter who takes initiative
- Ability to work with and manage a variety of community members

POSITION STATUS

- Salaried position with full benefits, EOE
- Forty hours/week, typically during business hours, but does include some evenings and weekends
- Fort Collins location

FOR ADDITIONAL INFORMATION OR TO APPLY

United Way of Larimer County

Attn: Keely Aggers

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*Please mail, fax, email or drop off resume and cover letter by **close of business March 19th, 2010.**