



## United Way of Mesa County Job Description

**Job Title:** Resource Development Manager  
**Reports to:** Executive Director  
**Approval date:** May 2019  
**FLSA Classification:** Salaried, exempt, full time

### **Position Summary**

Leads the planning and implementation of strategies to drive overall growth in revenue for UWMC. Builds effective, on-going, segmented engagement strategies to enhance annual workplace campaign participation and giving, individual gifts, corporate/foundation gifts and sponsorships. Provides the necessary analysis, planning, strategy and follow-up to achieve fundraising goals. Represents UWMC in the community via networking activities and with frequent public speaking at workplace presentations and at selected community events. Acts as UWMC's social media influencer.

### **Responsibilities**

#### **Campaign**

Advocate enthusiastically for UWMC's mission; communicate clearly about our impact agenda and effectively represent the United Way brand in all communications and donor interactions.

Serve as the principal liaison between UWMC and stakeholders, making regular contacts to enhance donor engagement and UWMC presence.

- Cultivate and build high-quality, mutually beneficial relationships with a diverse group of potential stakeholders and capitalize on opportunities.
- Maintain and enhance relationships with existing corporate and individual donors to sustain and expand current funding resources.
- Actively work to align corporate social responsibility/goals with UWMC impact areas.

Develop and execute a growth plan for the annual campaign including workplace and individual donors. Ensure accurate and timely reporting of fundraising results. Understand competing market demands and trends.

Support the Campaign Cabinet and provide training and resource materials to workplace campaign coordinators.

Develop meaningful working relationships with media contacts by providing complete and accurate information in a timely manner, acting as spokesperson for the organization upon request of ED

#### **Communications**

Manage all social media channels as guided by the Communication Plan and as directed by the ED. Assist in development of the social media strategy.

#### **Community Involvement**

Participate in United Way related community-level councils /coalitions as assigned.

#### **Volunteer Management**

Recruit volunteers as needed to accomplish goals in this area.

- Provide up-to-date job descriptions for each volunteer position and clearly communicate the expectations and goals of the project to each volunteer.
- Provide the most professional and up-to-date training and materials available.
- Lead, support, and motivate the volunteers in accomplishing the tasks they have agreed to accept.
- Document number of volunteers and hours worked.

**Budget**

Develop and manage budget within work area(s).

**Board Support**

Submit written Board report monthly; attend Board meetings and provide additional information or resources as requested.

**Skills Required**

Demonstrated skill in sales/marketing, or fundraising and project management. Relationship management experience with corporations a plus. Proven success with strategy development around growing revenue and finding new and innovative ways to generate additional resources. Ability to maintain and develop corporate and individual donor relationships. Strong data manipulation and analysis skills. Proficient on Microsoft Office and database management. Proficient public speaking and presentation skills. Track record of setting and meeting goals and ability to meet strict deadlines. Strong organizational and time management skills, and the ability to prioritize and manage multiple responsibilities with ongoing distractions and/or interruptions. Requires frequent contact by telephone, written communication and in person with individuals inside and outside the organization requiring tact, discretion, and clear self-expression.

**Education & Experience Requirements**

Requires Bachelor's degree in business, marketing, related field, or the combination of education and experience that would enable performance of the full scope of the position. Preferred experience in fundraising, sales, resource development or related area.