

## Resource Development Director

United Way of Umatilla Morrow County

Position Classification - Exempt

Reports to: Executive Director

### Summary:

United Way seeks to employ a full time Resource Development Director. The successful applicant will be a focused, outward facing, results-oriented, high energy, and inspiring individual. This position will lead all Resource Development lines of our United Way business including: Corporate Relations, Major Gifts, New Business, Donor Relations, and Events while maintaining superior donor relationships and continuously working to maximize Community Impact by increasing revenue generation.

Essential Duties and Responsibilities include the following. Other duties may be assigned to meet business needs.

### Manage corporate accounts/individual relationships

- Has direct responsibility for building strong, mutually beneficial relationships with all corporate partners and individuals within our portfolio.
- Works effectively with team members at United Way to provide effective support and value to partners.
- Leverage personal and business relationships to create additional opportunities with other organizations and individuals in support of the United Way mission.
- Maintain accurate and detailed donor and account records in the donor database and other systems in order to analyze the effectiveness of our business plan/operations to identify potential weaknesses and opportunities for improvement.
- Enhance community stewardship and building long-term relationships with individual Tocqueville Society members leading to investment in and engagement with United Way's work.
- Conduct personal visits and meetings to sustain and enhance one-on-one relationships with donors.
- Meet goal targets for weekly donor visits.
- Develop annual account plans to realize significant growth and engagement in specific accounts Create action steps needed to engage donors with an individual experience on a year-round basis and to secure additional financial support for United Way.
- Work with staff and volunteers to drive the execution of the plan and manage the action steps and results from these efforts.
- Track revenue generation, distribution, retention, meetings, visits, and key business activity throughout the year.
- Provide regular activity status, update projections to targets, and conduct the appropriate account analysis to build and refine business goals.
- Execute successful workplace fundraising and engagement campaigns
- To manage corporate accounts and individual relationships to increase revenue through workplace giving campaigns.
- Execute specific account plans in portfolio to achieve successful gains in revenue through corporate gifts, individual investments, corporate sponsorships and underwriting, and other engagements.

### Manage and inspire volunteers and volunteer campaign groups

- Develop a deeper connection within the community around traditional workplace fundraising activities.
- Support Employee Coordinators (ECCs) in inspiring coworkers and/or groups to increase generosity of time, influence and money.
- Connect ECCs to the valuable role they play in creating Community Impact through successful workforce campaigns, year-round communication, utilization of social media, and increased volunteerism and advocacy.

#### Design and Promote United Way programs and events

- As a team member, design and promote United Way programs and offerings to donors build their support of United Way's work and to provide ways for their employees to benefit from collaborations.
- Represent United Way at community events throughout the region.
- Attend and provide support for United Way events to build our mission awareness and engage constituents.
- Utilize social media to expand community awareness and promote the United Way's mission.

#### Community Investment Allocations

- Ensure that a sound Community Investment Allocation process is followed.
- Oversee allocations process by announcing fund availability, distributing applications, and coordinating volunteer review of applications.
- Provides technical assistance to agencies' staff and volunteers, and our United Way volunteers.
- Monitors agency activity to ensure that United Way funds are used efficiently and as intended.
- Coordinates process for funding of strategic initiatives.

#### Education/Training/Experience

- Previous community involvement and non-profit experience will be a plus
- Bachelor's degree preferred
- Travel—percentage of travel time expected for the position, where the travel occurs, such as locally or in specific countries or states, and whether the travel is overnight.

Interviews begin January 2, 2019

To apply:

- Send cover letter and resume to:  
United Way  
P. O. Box 1225  
Pendleton, OR 97801