

Job Description

Job Title: Senior Manager – Resource Mobilization and Volunteer Engagement

Reporting to: CEO

Department: Resource Mobilization

Work Schedule: Full time position. Core Hours of Monday-Friday, 9:00 to 5:00 p.m. and 9:00am to 2:00pm on second and fourth Saturdays. Must be able to work a flexible schedule, including early morning, evening, and weekend work.

- 1. Overall Purpose of this Role:** This profile is charged with growing and strengthening relationships with a select group of organizations and employee market segments within those organizations. The position objectives are to maximize giving growth through a concerted effort to establish and grow meaningful relationships with company leadership, key influencers / stakeholders, and priority donors to retain current donor base and develop new business and new donor relationships. The role will be responsible for creating and executing the short- and long-term account plans for each organization to realize substantial revenue growth. This outward-facing role will require the candidate to be a leader who has demonstrated ability to build strong, mutually beneficial relationships.

Promoting volunteerism is key to United Way's mission. Lead for Volunteer Engagement involves seeking an opportunity with Corporate Houses to develop Employee engagement & Volunteering strategy and operational plan, ensuring that Volunteers have a fulfilling experience and are motivated to give back more to the society.

2. Key Accountabilities:

a) Organizational Leadership

- Participates as a member of the Senior Management Team to provide a united, visible, and strong leadership presence across the organization to help instill new thinking, focus and prioritize efforts, and operationalize the organization's strategic plan.
- Assists the CEO and Senior Management Team in promoting the long-range plans and goals of the organization to the community
- Provides assistance to the CEO in staffing special committees and in the administration of functions that enable the organization to meet its commitments to the community
- Manages and monitors budgets, data analysis, grant compliance and other financial oversight

b) Corporate Account Management

- Direct responsibility for building strong, mutually beneficial relationships with key corporate partners and individual donors within an assigned account portfolio
- Accountable for completing face-to-face meetings weekly with customers and prospects throughout assigned accounts to expand United Way's influence within each organization
- Build relationships across functions/levels within companies including but not limited to executives, midlevel management, foundation, Human Resources, Marketing and Communications
- Expected to spend a minimum of 50% of time out of office meeting with corporate partners and individual donors
- Develop relationship with individual donors and a plan to steward and cultivate those relationships



- Serve as the year-round point of contact and strategic consultant for assigned portfolio of accounts and relationships
- Serve as the year-round point of contact regarding all UWH communications
- Provide the “ideal experience” for the active community investors by promptly handling inquiries, valuing donor gifts regardless of the size, and regularly communicating about UWH investments and the community impact those investments are making.

c) Annual Account Planning

- In conjunction with the CEO, create annual account plans and action steps needed to engage accounts on a year-round basis with United Way and to secure additional financial support for United Way.
- Working with staff and volunteers and drive the execution of their plan and manage the action steps and results from these efforts.
- Track revenue generation, retention, visits, and key business activity throughout the year, provide regular activity status, update projections to target, and conduct the appropriate account analysis to build and refine business goals.
- Gain market intelligence and develop corresponding strategies that lead to increased market and company penetration and improved forecasting accuracy

d) Cross Functional Account Team Leadership

- Develop and lead a cross functional account team that partners with you to create annual account plans
- Work effectively with other functions at United Way to be able to provide appropriate support and value to partners. Leverage relationships to create additional opportunities with other organizations and individuals
- Foster creative thinking and facilitate future partnerships within the corporate accounts

e) Staff Leadership

- Selects, guides, motivates, and participates in the training, professional development, and evaluation of direct reports
- Provides goal-setting, visioning, leadership, and strategic direction for Resource Mobilization staff
- Directs and manages Resource Mobilization staff activities. Ensures that team members are invested in team activities and decisions and that the team works together to achieve organizational goals
- Responsible for accurate and timely completion and/or approval of organizational documents, including but not limited to performance reviews, professional development plans, goals and objectives, expense and travel reimbursements, requisitions, and ongoing documentation of performance accomplishments and areas requiring improvement.

f) Goals and Objectives

- Achieve annual revenue goals for account portfolio including specific metrics to be included in annual performance objectives
- Develop and execute a comprehensive plan to successfully deploy your time and United Way resources/volunteer time against revenue objectives
- In partnership with the CEO, maintain accurate and detailed donor and account records to analyze the effectiveness of the plan against delivering objectives
- Organize relationship management and donor responsibilities efficiently and effectively

3) Professional Competencies:

a) Mission Focused



- Ability to link donor, volunteer, and advocates' aspirations to needs
- Ability to catalyze others' commitment to mission
- Strives vigorously to accomplish shared goals
- Separates one's own interests from organizational interests to make the best possible judgments for the organization

b) Manage Relationships / Relationship-Oriented

Ability to communicate effectively to develop, grow, and sustain productive relationships. Knows how to capture and record relevant information and how to interpret and utilize the information to forge partnerships, collaborate, cultivate, grow, sustain, and strengthen internal and external relationships.

- Understands and motivates individuals and organizations
- Values diversity and inclusion
- Effectively communicates
- Treats others with respect and dignity
- Actively listens to and facilitates diverse input and contributions

c) Collaborator

- Seeks and shares knowledge of community
- Takes a collaborative approach to addressing issues
- Focuses on shared goals
- Mobilizes a broad range of sectors and resources

d) Achieve Results / Results-Driven

Is personally accountable for the results they achieve. Ability to adapt to ever-changing environment. Is organized, able to plan, think strategically, and is creative, innovative, and appropriately persistent. Ability to make decisions and willing to take risks when appropriate to achieve results and meet goals.

- Has a searing focus on results and can effectively communicate goals and impact
- Advocates for support of education, income, and health
- Promotes innovation/willing to take risks
- Develops relationships to drive resources and results
- Has the necessary organizational skills to deliver on business model

e) Brand Steward

- Acts with integrity and strong ethics to foster trust at all levels (personal, market, societal)
- Internalizes the meaning and commitment of United Way and consistently acts according to its value and purpose
- Demonstrates the values of the network; is a good system-citizen Is accountable and transparent with all stakeholders

4) Functional Competencies/Accountabilities

- a) Self-Management:** Presents oneself in an appropriate and professional manner. Communicates, acts, reacts, and responds appropriately in all situations. Effectively utilizes interpersonal skills and political astuteness to: engage with, lead and function as a member of a team as appropriate. Is trustworthy and acts with integrity, authenticity, humility, and in good faith; respecting others' opinions, priorities, values, and interest. Seeks to continuously improve interpersonal and professional skills.



- b) **Communication Skills:** Understands and uses empathy, compassion, and active listening. Is fully present and aware of subtleties and nuances such as body language and voice tonality to better understand what is important to constituents and how to connect and engage them with UW. Able to influence, persuade, present, request, sell, negotiate, and close a deal as appropriate.
- c) **Utilize and Acquire Knowledge:** Is forward-thinking, focused on what is possible, and seeks new tools and knowledge as needed. Ability to use technology when acquiring and utilizing knowledge, and is innovative and creative in its application. Seeks to continuously improve interpersonal and professional skills.
- d) **Demonstrates Social Responsibility and Stewardship:** Has a passion for the common good and affection for the community. Believes in social responsibility and inspires others to be socially responsible. Demonstrates courage and humility when working toward improving life in the community.

5) Leadership Competencies

a) Visionary

- Initiates and leads change and transformation
- Inspirational and persuasive communicator
- Displays courage, resilience, and community service spirit
- Values external networks and relationships
- Values continued learning and development of self and others

b) Team-Builder

- Puts people first - understands that people are the engine that moves the organization forward
- Focuses staff on meeting the organization's vision, mission, and goals
- Envisions the future of the organization through the development of staff and volunteer talent
- Builds and cultivates volunteer leadership suited to accomplish organizational goals
- Values the diversity of people and ideas
- Builds solid staff and board partnerships

c) Outward-Turning

- Works across private, public, and corporate sectors to improve conditions in communities
- Exhibits partnership principles
- Values inclusion, different perspectives, and cultures Politically astute

d) Business Acumen

- Mobilizes resources
- Focuses on quality, innovation, and high-performance standards
- Possesses skill to co-create and co-manage with diverse partners
- Is an effective, skilled negotiator
- Balances strategic and operational realities

e) Network Oriented

- Fosters trust and interdependence and collaboration
- Links local, regional, national, and global perspectives
- Enables distributed leadership



- Leverages the power of networks

6) Additional Core Competencies

- Community Organization and Planning
- Grants Development and Management
- Budgeting and Fiscal Oversight

7) Supervising and Working Relationships:

a) Supervisory Direction Received

- Position works in support of and other direction of the CEO

b) Supervises

- Associate, Coordinator and Manager Resource Mobilization.

8) Education, Training, and Previous Work Experience:

- 8+ years of consultative sales experience in either for-profit or nonprofit entities; Bachelor's Degree; or a comparable combination of education and experience.
- Focused sales/marketing experience with an applied emphasis on customer relationship building; significant applied consulting sales skills; demonstrated success with effective listening skills
- Effective oral and written communications skills with an ability to relate with a diverse group of individuals or organizations in an effective manner
- Effective public speaker
- Ability to think strategically with proven, strong ability to execute on plan;
- Ability to take initiative and be creative in thinking and solutions
- High-energy individual who takes initiative with a positive outlook who can manage ambiguity and change
- Demonstrated ability to manage a portfolio of assigned accounts
- Manage expectations of internal team members effectively and an ardent desire and aptitude to be part of a team environment
- Demonstrated ability to persuade others and to close sales opportunities
- Commitment to excellence and to the mission of United Way

9) Technical Knowledge:

- Understanding of program outcomes and logic models Proficient with MS Office, including Word, Excel, Power point and other data presentation tools .
- Proficiency with using the internet for research purposes
- Ability to learn and use internal database
- Familiarity with customer relationship management systems and electronic giving preferred

10) Additional Responsibilities:

- Other duties as assigned by the President/CEO.

