

Job Description and Work Summary

Position:	Resource Development Manager
Accountable To:	President & CEO
Oversight Committee:	Resource Development
Term of Service:	At Will
Status:	Exempt
Salary Range:	Based on skills and experience



Position Summary: Resource Development Manager is charged with the growing and strengthening of workplace fundraising campaigns for a large number of organization and employee segments within those organizations. The position focus on the achievement of resource development goals. Resource development goals include: increase annual fundraising results to reflect market potential, increase volunteer involvement and ownership in the annual campaign process, develop revenue from alternative sources outside of the traditional workplace campaign structure, and facilitate major gift, foundation and planned giving development.

The Manager will oversee the internal processes needed to engage, ask, retain and recognize community investors and develop meaningful year round relationships with donors and volunteers using best practice customer relationship management strategies and consultative sales techniques.

Activity	Time Estimate
<p>Manage Ongoing Resource Development Streams:</p> <ol style="list-style-type: none"> Workplace Campaigns: Coordinate all aspects of Workplace Campaign; provide ongoing training and communication to Internal Coordinators concerning campaign activities; attend Campaign Rallies to present United Way information; engage campaign volunteers (Loaned Executives) as appropriate. Coordinate face-to-face visits with leadership of top 25 accounts during non-campaign season including UWBV President. State Employee Charitable Campaign (SECC): Coordinate all aspects of UWBV's involvement in SECC activities as the Local Campaign Manager including planning, training of Area Coordinators, data management, thank-you efforts, and after action reviews. Direct Mail Program: Coordinate all aspects of Direct Mail efforts including: Retiree Letter, Leadership/Individual Giving/Small Business Letter. Complete all tasks by Thanksgiving, annually. 	50%
<p>New Business Development: Provide support to the President and CEO, select volunteers and Board members to cultivate new business relationships including: researching prospects, vetting prospects, calling on new businesses to build relationships for the purpose of volunteer engagement and philanthropic giving to United Way of the Brazos Valley</p>	15%
<p>Ongoing Donor Engagement: Engage donors 3-5 times throughout non-campaign season (face-to-face, letter, email, etc). Work with Management Team, Communications Staff/Volunteers and Interns to ensure contact plan is fully implemented and integrated into all aspects of United Way business.</p>	10%
<p>Data Management: Utilize data management tool appropriately, ensuring all donor information and contact notes are recorded in a timely manner. Produce reports as requested by President and Resource Development Cabinet. Ensure all information is up-to-date by the 5th of each month for reconciliation with Finance Department.</p>	22%
<p>Ongoing Professional Development and Community Relations: Engage in professional development activities (networking, meetings, literature) related to Resource Development and Fundraising to ensure the adherence of nonprofit fundraising best practices and innovation. Maintain visibility and activity in community through civic organization membership and attendance of community events.</p>	3%

United Way of the Brazos Valley is an Equal Opportunity Employer.

*Some areas of time may overlap.

UWBV Job Description and Work Summary

Page 2 of 2

Additional responsibilities as an employee of the organization include:

Knowledge of United Way, its mission, goals, ethics, principles, programs, policies and procedures and able to effectively demonstrate and communicate this information in all work activities.

- **This person will use the following principles to guide their actions and decisions based on the following principles as defined in the UWBV Code of Ethics.**
 - 1.) Meaningful and Measurable Improvement
 - 2.) Community Interdependence and Collaboration
 - 3.) Volunteer Value Driven
 - 4.) Inclusiveness
 - 5.) Stewardship
 - 6.) Adaptive Organization

This person will effectively and with great frequency demonstrate attributes and behaviors associated with the following United Way Worldwide (UWW) Professional Core Competencies.

- Mission-Focused
- Relationship-Oriented
- Collaborator
- Results-Driven
- Brand-Steward

As a high performance team member, create value and improve team systems, processes and results and contribute to the UWBV team in the following areas.

- Organizational, Department and Individual Roles and Responsibilities
- Project Planning with and for Volunteers
- Effective Communication and Sharing of Information
- Efficient use of Meetings
- Proactive Focus on Customer Needs and Expectations
- Respectful and Timely Follow Up
- Management of Processes and Projects
- Keeping Score of Progress and Demonstrating Results

Trust Building and Other Duties as Assigned. As a team player this person will need to assist other UWBV management and staff in completing and coordinating tasks and assignments.

Qualifications and Prerequisites for Service

- Bachelor's degree in related field.
- 1-3 years of experience in a professional career including sales, communications, nonprofit resource development, nonprofit management, or sales.
- Active volunteer in one or more organizations in the Brazos Valley.
- Knowledge of general computer programs (Outlook, Microsoft programs), donation management systems (specifically Donation Tracker) and social media platforms.
- Able to work a flexible schedule around work commitments, as necessary.

Physical Requirements:

	0-24%	25-49%	50-74%	75-100%
Seeing:				X
Hearing:				X
Standing/Walking/Sitting:				X
Climbing/Stooping/Kneeling:		X		
Lifting/Pushing/Pulling:	X			
Keyboarding/Grasping/Feeling:				X

Physical Dimensions: Low, Medium or High

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force constantly to move objects.