

JOB DESCRIPTION
RESOURCE DEVELOPMENT MANAGER

Mission:

To implement strategies focused on generating revenue through campaign management, grant writing and planned giving. The Resource Development Manager's primary responsibility is to plan, organize and conduct the annual fund-raising campaign through workplace campaigns and individual giving.

Education Requirements:

Bachelor's Degree with at least 5 years of progressive experience in a similar role.

Experience Required:

1. Five years demonstrated success in volunteer management, new business development and/or project management. 2. Strong organization and time management skills with a customer service priority. 3. Strong communication and speaking skills. 4. Strong analytical aptitude. 5. A self-starter with the initiative and ability to effectively handle multiple, complex tasks and solve problems with a goal-oriented mindset. 6. Advanced computer skills with Microsoft Office Word, PowerPoint, Outlook and Microsoft Excel. Preference for United Way/nonprofit experience in working with donor, customer and/or constituent markets.

Description:

The Resource Development Manager is responsible for organizing and supporting an internal volunteer structure to maximize fundraising from existing accounts and cultivating potential accounts; responsible for developing and maintaining volunteer relationships through cultivation, recruitment, training, motivation, evaluation, recognition and retention.

This position will also develop a New Business recruitment process to increase the base of companies running workplace campaigns by creating a sales plan and maintaining sales pipeline for New Business prospects; including setting up calls, assigning volunteers/staff to make the calls, researching company interests, creating sales pitch for the volunteer/staff, etc.

The Resource Development Manager is also responsible for developing an annual Sponsorship program to secure sponsors for various programs and events and ensure fulfillment of annual commitments to sponsors. The Resource Development Manager will also be responsible for developing a planned giving program.

Qualities:

Exceptional writing, presentation and verbal communication skills. Strong interpersonal skills. General knowledge of the dynamics of the staff-volunteer model of operations and public-private partnerships as well as an understanding of current trends in philanthropy. Ability to conceptualize and develop short-term and long-term strategies and written plans. Excellent problem solving skills. Ability to effectively manage multiple priorities in order to meet deadlines.

Essential Functions

Campaign:

1. Develop general campaign plan and timetable, employing a fundraising process that accesses potential and sets goals.
2. Create, build and sustain relationships with business leaders, corporations and community volunteers, especially those involved in United Way development efforts, such as the volunteer Campaign Team.

3. Work with the Campaign Committee to recruit and train Campaign Team volunteers. Provide leadership and management to the Campaign Team.
4. Support existing employee campaigns and cultivate new campaigns. Identify CEO cultivation calls. Implement new fund raising techniques in response to a changing environment.
5. Assist in the analysis of campaign data and results and provide this information to the President, VP of Resource Development, the Board Chair, and the Campaign Chair. Work with staff to ensure account data is accurate and campaign data is collected and recorded accurately and in a timely fashion.
6. Plan and conduct public functions involving campaign such as the Pacesetter and Campaign Kickoffs and Campaign Team meetings.
7. Assist the CEO and volunteers in expanding contacts with major employers. Maintain current knowledge of community political, social and economic factors that may affect the campaign.
8. Coordinate development of campaign marketing materials including print materials, campaign video, and electronic media.
9. Plan and implement social networking activities around campaign.
10. Develop and implement a recognition policy ensuring that all donors, companies participating in campaign and campaign volunteers are appropriately thanked for their contributions.

Other:

11. Research grant opportunities and prepare grants for funding consistent with the goals of the United Way.
12. Develop and implement a planned giving program by identifying potential donors, preparing materials and events as appropriate and working with the staff of the Central Susquehanna Community Foundation.
13. Assist in supervision of student interns as directed.
14. Assist with recruiting allocation volunteers.
15. Stay updated with United Way's long-range goals, community impact activities, designation policies, leadership and planned giving activities and strategic plans.

Hiring Range:

\$20,000 to \$25,000 (relocation expenses not paid)

Send resumes and references to:

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