



JOB DESCRIPTION

United Way of
San Joaquin County

Job Title: Director of Resource Development
Department: Administration
Reports to: President/CEO
Classification: Exempt **Status:** Full-time
Date Updated: May 2023

Our Mission

The mission of the United Way of San Joaquin County is to improve the lives of people by mobilizing the caring power of communities.

Position Summary

The Director of Resource Development will lead and supervise all functional areas of UWSJC's Resource Development program. This includes managing annual fundraising campaigns, signature events, and grant management, as well as overseeing donor engagement and cultivation efforts that track, measure, and analyze the performance goals of the overall program.

The Director will be tasked with identifying, cultivating, retaining, and developing donor prospects, as well as establishing and enhancing relationships with current donors, employers, and the community at large. The Director will ensure a positive brand experience with United Way by building donor loyalty and leveraging resources.

The position will also require developing innovative and creative methods to grow resources for the United Way of San Joaquin County and the wider community. Overall, the Director of Resource Development will play a critical role in advancing the mission of UWSJC and positively impacting the lives of those served by the organization.

Essential Functions, Duties, and Responsibilities

50% Relationship and Donor Cultivation Management

- Lead an internal team and establish strong, mutually beneficial relationships with key stakeholders to increase revenue and create new opportunities.
- Spend a minimum of 50% of the time out of the office to engage with donors, potential donors, employers, and potential sponsors for events.
- Research, identify, and develop relationships with non-giving accounts or lapsed donors from previous campaigns.
- Supervise, coordinate, and empower the Resource Development Committee and its Chair committees) to effectively and efficiently implement key strategies related to the United Way of San Joaquin County.
- Conduct face-to-face meetings with current donors and prospects to expand United Way's influence and revenue using tactics from the Major Gifts Study.
- Seek new ways to manage donor tracking and identification of high-potential donors.
- Develop strategies to recruit and cultivate key campaign ambassadors. This includes staffing the Resource Development committee meetings; providing board/committee members and volunteers with information, messaging platform, training, and direction; and monitoring the progress of fundraising efforts.
- Participate in community activities that contribute to acquiring and retaining individual donors.

30% Fund Development Campaigns

- Oversee Fund Development campaigns and all related key relationships to maintain or increase revenue and demonstrate the value of United Way. Supervise and co-create strategy, support, and encourage professional development for the Fund development campaigns.
- Ensure the development and implementation of campaign strategies to meet financial resource potential.

- Track revenue generation, retention, and visits to 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.
- Research, develop, and maintain all aspects of relationship/contact management for key donors, including database management, recognition materials, and oral and written communications.
- To accomplish organizational goals, develop and oversee budgets, work plans, and realistic timetables.
- Create motivational meetings and special events related to resource development, including all arrangements and recruitment of support as needed (volunteers and staff).

20% Cross-Functional Duties

- Work effectively with other staff members, key ambassadors, and volunteers to appropriately support overall organizational goals.
- Leverage relationships to create additional opportunities with other organizations and individuals.
- Seek partnerships to co-fund raise as needed.
- Foster creative thinking and facilitate future partnerships within corporate accounts.

Additional Requirements

- Provide excellent financial stewardship for all resources, address all compliance issues, and maintain the transparency necessary for a community-based non-profit.
- Maintain confidentiality by safeguarding ePHI and demonstrating HIPAA compliance to our clients.
- Ensure that HIPAA privacy policies are clearly understood and followed.
- Be a positive United Way representative and ensure the organization and its mission and programs are consistently presented in strong, positive ways to the internal team, partners, and relevant stakeholders.
- Protect company assets.
- Support all co-workers and treat them with dignity and respect.
- Support the team to reach common goals.
- Be able to think and act quickly and efficiently in emergencies.
- May drive on company business.
- Comply with all UWSJC policies and procedures, including but not limited to workplace safety, reporting work-related injuries, Infection Control, and preventing potential safety risks for staff, clients, and others.
- Punctual and regular attendance is an essential responsibility of each employee at UWSJC. Employees are expected to report to work as scheduled, on time, and prepared to start working. Employees also are expected to remain at work for their entire work schedule. Late arrival, early departure, or other absences from scheduled hours are disruptive and must be avoided.
- Other duties as assigned. Please note that this job description is not designated to cover or contain a comprehensive listing of activities, duties, or responsibilities required for the employee. Duties, responsibilities, and activities may change at any time, with or without notice.

Education and Experience

Education –: Bachelor's degree in social science, business, marketing/communications, or related field; or an appropriate mix of lived experience and education.

Experience – At least 3-5 years of proven fund development or sales experience in the United Way system and/or non-profit valued.

Knowledge, Skills, and Abilities

- Able to demonstrate the ability to increase revenue through implemented strategies and relationship-building skills.
- Able to demonstrate highly developed communication, organization, and planning skills.
- Developed technical and analytical skills related to fund development.
- Entrepreneurial and innovative thinking
- Ability to present information and data in written, electronic, and oral forms.
- Ability to plan and manage multiple tasks.
- Proficient with Microsoft Office applications
- Requires the ability to multi-task between campaigns, individual giving, meetings, special events, and strategic thinking.
- Must have the use of a reliable vehicle for transportation to outside meetings.

- Good interpersonal skills and the ability to communicate effectively with different audiences.
- Ability to gracefully assist clients.
- Ability to interact and work effectively with co-workers, clients, guests, volunteers, and others.
- Well-spoken and polished demeanor.
- Cultural sensitivity and demonstrated ability to work with diverse people groups.
- Attention to detail requires a high level of accuracy and attention.
- Time management and organizational skills: prioritizing tasks, meeting deadlines, and staying organized.
- Problem-solving skills: Analyzing complex problems, developing creative solutions, and making sound decisions.
- Ability to analyze processes and data and identify necessary improvements.

Environmental Conditions

- Indoors in a typical office environment approximately ninety-five percent (95%) of the time.
- Frequent computer use at the workstation for up to two hours.
- Frequently work at a fast pace with unscheduled interruptions.
- May occasionally move (walk or drive) from one work location to another.
- Requires presence during noncore hours and a consistent relationship-building attitude.

Physical Demands

- Use one or two hands to grasp, move, handle, control, feel, and assemble objects, tools, or controls.
- Use fingers to grasp, move, or assemble very small objects.
- Ability to walk, sit, stand, stoop, crouch, and climb stairs.
- Ability to move and lift up to 10 pounds.
- See the differences between colors, shades, and brightness.
- Visual Acuity (Far/Near).
- Regular and Consistent Attendance.

Compensation

- \$70,000 - \$85,000 Annually. Compensation will be based on demonstrated experience and success in increasing revenue. Compensation increases based on meeting fiscal goals and increasing sponsorship and donor base.



Changes: This job description will be updated if duties and responsibilities change significantly. Job functions are subject to modification based on business necessity.

ADA/FEHA: United Way of San Joaquin County will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990 and California's Fair Employment and Housing Act.

Equal Opportunity Employer: United Way of San Joaquin County is an equal opportunity employer and does not discriminate against any applicant or employee because of race, color, religion, sex, national origin, disability, age, or military or veteran status in accordance with federal law. In addition, United Way of San Joaquin County complies with applicable state and local laws governing nondiscrimination in employment in every jurisdiction in which it maintains facilities. United Way of San Joaquin County also provides reasonable accommodation to qualified individuals with disabilities in accordance with applicable laws. All aspects of employment, including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs.

Diversity & Inclusion Statement Of Principle: United Way of San Joaquin County opposes discrimination of any form, as evident in our Diversity and Inclusion Statement of Principle. We value the visible and invisible qualities that make you who you are. We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community. We believe that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems. We strive to include diversity, equity, and inclusion practices at the center of our daily work. We commit to using these practices for our business and our communities. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Certification: By signing below, I acknowledge receipt of this job description. I have been allowed to ask and receive answers to any questions regarding the job description. I fully understand this job description. I understand that my employer may revise this job description, at its sole discretion, at any time. Furthermore, I also understand that my employer may assign additional job duties as needed.

I certify that I am fully qualified to perform the position described and can, with or without reasonable accommodation, perform the essential functions of the position.

If applicable, please list any accommodations that would be necessary to enable you to perform the essential functions of the position:

I understand that employment with the Company is considered "at-will." Neither the Company nor I am committed to continuing the employment relationship for any specific term. Either the Company or I may terminate the employment relationship at any time, with or without cause and with or without notice.

For an employee who is currently performing the job, please initial below:

☐

I have reviewed the job description for my position, and it accurately reflects at least 95% of the work, I do daily.

☐

This job description should contain the following job responsibilities to be an accurate reflection of my daily or weekly job responsibilities:

Employee Signature

Date

Print Name

Supervisor Signature

Date