

United Way of Northeast Florida

Position Description

# Position Title: Corporate Engagement Manager

**Department: Resource Development/Corporate Engagement**

**Reports to: Director of Corporate Engagement**

**Reviewed: September 2019 FLSA Status: Exempt**

***Vision and Mission*:**

At United Way of Northeast Florida, we envision a community of opportunity where everyone has hope and can reach their full potential. Our mission is to solve our community’s toughest challenges by connecting people, resources and ideas**.**

Diversity, Equity and Inclusion is not only valued and demonstrated in our hiring practices, it is a fundamental part of our mission throughout our organization and the communities we serve.

## *Purpose of Position*:

The Corporate Engagement Manager is an externally focused member of the Resource Development team. This position is designed to achieve annual revenue and engagement goals by managing a portfolio of company accounts focused on developing Corporate giving opportunities including cause marketing, initiative giving and sponsorships. This position will also seize opportunities to partner with companies and engage workforce employees in United Way’s work year-round in order to create and maintain strategic and lasting partnerships.

***Key Responsibilities and Essential Functions***:

**Account Management:**

Work with the Director of Corporate Engagement, individual engagement teams and SVP to set and execute long-term cross-functional strategic plans for select corporate partners, using data analysis to drive metrics and best practices. Plans to include benchmark milestones on financial results, relationship development, year-long engagement and donor stewardship.

* Serve as the primary United Way staff partner to a portfolio of companies. Collaboratively plan and execute financial and non-financial corporate account goals, including their annual workplace campaigns to achieve revenue goals. Create and execute targeted plans for key accounts
* Focus on identifying, cultivating, soliciting and stewarding current and prospective corporate donors
* Establish and sustain a network of relationships within companies including CEOs, senior executives and other employees while providing support in the planning and execution of the annual workplace campaigns
* Assist in identifying corporate prospects for special initiative gifts and following up through cultivation and solicitation of those gifts
* Be knowledgeable about all fundraising platforms and tools available to corporate partners and guide use of these platforms to meet organizational goals

**Volunteer and Individual Relationship Management**:

* Achieve relationship management performance goals by conducting donor engagement visits throughout the year
* Capture, enter and maintain relevant stakeholder information in database
* Effectively embrace and utilize the CRM technology solution to manage relationships
* Assist in staffing Campaign volunteers, providing direction, communication and materials throughout the campaign to ensure their success
* Promote and support membership in United Way’s Tocqueville and Leadership Giving Societies, as well as Affinity Groups, by developing relationships with key donors, driving attendance to events and maintaining consistent communication throughout the year

**Other:**

* Work closely with Campaign volunteers, providing communication and materials throughout the campaign to ensure their success
* Work closely with Community Impact team to promote and fund United Way’s community impact work through unrestricted gifts to the Community Impact Fund and targeted gifts to specific programs
* Champion a culture of teamwork, continuous learning and improvement while upholding the values of the organization
* Support the work and goals of development operations which manage select portfolio of corporations. Work closely with other Corporate Engagement Managers to set and achieve corporate giving metrics
* Develop new business opportunities through connecting initiative giving, corporate giving, cause marketing and sponsorship opportunities
* Focus and become fluent in corporation’s CSR goals, connecting internal opportunities to them
* Participate in, and take a leadership role in other departmental and organizational opportunities and initiatives as requested
* Serve as an active member of civic or professional association locally that will help to increase visibility of United Way and build new relationships

***Experience/Position Requirements*:**

* B.S.B.A. degree preferred. Business, Marketing or Non-Profit Management or related field also preferred
* A minimum of two years of professional experience in fundraising, sales or project management preferred
* Excellent written, verbal and interpersonal communication skills
* Deliver effective individual and group presentations which are powerful and impactful
* Skilled in initiating conversations and relationships with individuals while building rapport quickly to deliver results
* Demonstrate sense of urgency, ability to independently determine priorities, maintain activity on multiple projects simultaneously, and meet deadlines
* Ability to work collaboratively, act innovatively and embrace change
* High levels of organization and prioritization skills
* Self-motivated and able to thrive in a fast-paced, complex, goal-oriented, team environment
* Sound judgment, discretion and commitment; maintain confidentiality and a high degree of accuracy in donor records
* The successful candidate will be mature, highly motivated, and team-oriented, with the highest ethical standards and ability to drive results

***Professional Core Competencies Required***:

* Mission Focused: Creates real social change that leads to better lives and healthier communities. This drives performance and professional motivations.
* Relationship Oriented: Places people before process and is astute in cultivating and managing relationships toward a common goal.
* Collaborator (Includes teamwork and communication): Understands the roles and contributions of all sectors of the community and can mobilize resources (financial & human) through meaningful engagement. Strong supporter of a team environment.
* Results Driven: Dedicates efforts to shared and measurable goals for the common good; creating, resourcing, scaling and leveraging strategies and innovations for broad investment and impact.
* Brand Steward: Understands role in growing and protecting the reputation and results of the greater network.

***General Physical Requirements for Essential Functions of the Job:***

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job the employee is regularly required to sit, talk, and/or hear. Continual use of the hands with wrist and finger movement using a keyboard is required*.* Specific vision abilities required by this job include long hours viewing a computer monitor screen. The employee may occasionally travel using personal vehicle and/or work outside normal office environment.

*This description is not designed to contain a comprehensive inventory of all responsibilities and qualifications required of all team members assigned to this position. It is intended only to describe the key elements relative to each section. Also, duties and/or requirements of this position may be modified, added or deleted at any time. This supersedes all descriptions previously written for the same position. Unique equivalent skills and experience may possibly substitute for required position requirements.*

*United Way of Northeast Florida is an Equal Opportunity Employer and a Drug Free Work Environment.*