

United Way of Northeast Florida

Position Description

# Position Title: Development Manager

**Department: Resource Development/Corporate Engagement**

**Reports to: Director - Corporate Engagement**

**Reviewed: February 2021 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 Development Manager is responsible for maximizing the corporate donor experience through a comprehensive account management process focused on strategic engagement, retention and expansion.

The Development Manager will achieve annual revenue goals by executing growth strategies with a special focus on pursuing new business opportunities. The incumbent must demonstrate confidence while working with all levels of corporate donors including C-Suite. By leveraging existing decision-maker relationships, the DM will be responsible for strengthening current relationships and building a new business pipeline. The incumbent must work cross-functionally to leverage and enhance donor and prospect engagement, utilize data base management and manage total portfolio to achieve financial and non-financial goals.

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

**Account Management:**

* The Development Manager will work with the Director of Corporate Engagement and Chief Development Officer to set and execute long-term cross-functional strategic plans to fundraise - achieving portfolio goals. Plans should include benchmark milestones on financial results, relationship development goals, year-round engagement and donor stewardship processes
* Establish and maintain a qualified sales/fundraising pipeline, focused on achieving stretch goals to support enhanced revenue streams
* Oversee, plan and execute annual fundraising initiatives to achieve revenue goals
* Create and execute targeted plans to reach fundraising goals for key accounts
* Provide a high level of sales strategy and professional presentations
* Focus on identifying, cultivating, soliciting and stewarding current and prospective corporate donors, as well as, increasing employee engagement within the organization
* Establish and sustain a network of relationships within companies including senior executives, corporate campaign managers and CSR leads, while providing support in the planning and execution of successful fundraising initiatives
* Engage companies and individuals in volunteerism and educational opportunities
* Maintain account financial projections, donor engagement visits and other key campaign metrics. Provide regular and accurate reporting
* Be knowledgeable about all fundraising platforms and tools available to corporate partners and guide use of these platforms to meet organizational goals
* Have strong written and oral presentations skills

**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
* Promote and support membership in United Way’s Affinity Groups and Giving Societies by working with Affinity Groups Manager
* Collaborate with volunteer engagement team to connect company representatives and individual with volunteer projects 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 United Way’s Community Impact Fund
* Champion a culture of collaboration, continuous learning and improvement while upholding the values of the organization
* Participate in, and take a leadership role in other departmental and organizational opportunities and initiatives as requested

***Experience/Position Requirements*:**

* Bachelor’s degree preferred in business, marketing or non-profit management or related field ideal
* Three to five years of business to business sales management or non-profit fundraising experience preferred
* Excellent written, verbal and interpersonal communication skills
* Possess strong knowledge of Microsoft Office Suite, including Word, Excel and PowerPoint
* Delivers effective individual and group presentations which are powerful and impactful to drive financial support of United Way of Northeast Florida
* Skilled in developing key and relationships with individuals while building rapport quickly to deliver results
* Demonstrate sense of urgency, ability to independently determine priorities, maintain activity on a number of projects simultaneously and meet deadlines
* Ability to work collaboratively, act innovatively and embrace change
* Ability to work in effectively in virtual and office environments
* High levels of organization and prioritization
* 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 financial and non-financial 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, which are required to successfully perform the essential functions of this job. Reasonable accommodations may be allowed 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 does not contain a comprehensive inventory of all responsibilities and qualifications required of all team members assigned to this position. It is intended to describe the key elements relative to each section. 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.*