

Associate Director - Development & Marketing Position Description



Working with the Chief Executive Officer, this position will be involved in advancing the brand and positively position United Way as a philanthropic leader and trusted partners in Santa Cruz County while leading a dynamic team of volunteers. Working with Senior Leadership, this position requires a results-driven leader who is highly focused on growing and strengthening United Way's relationships with donors and other stakeholders.

Key Areas of Responsibility

- Maintain and grow a donor/workplace account portfolio load consistent with annual campaign goals.
- Manage and lead an established, volunteer team in alignment with United Way's culture, strategic goals and outcomes.
- Create and execute short and long-term strategies to realize substantial revenue growth.
- Collaborate with team members on initiatives, projects, and strategies (including Community Impact, Community Engagement, and 211 Santa Cruz County).
- Implement, monitor and evaluate activities related to annual workplace campaign and other fundraising activities.
- Manage a portfolio of donor relationships; personal solicitation and close of gifts as well as cultivating and stewarding donors to maintain the donor's involvement, interest and support.
- Assist in writing letters, sponsorship requests, collateral materials and grants as required.
- Work with colleagues to strengthen relationships and identify opportunities that will increase campaign revenue and engagement.
- Work with Finance team to create and implement accurate pledge/gift processing.
- Assist with the analysis of campaign and donor metrics to measure the effectiveness, ensure alignment with United Way modern business plan goals, and provide recommendations to inform future planning.
- Represent United Way at public functions.
- Acknowledge the importance of the contribution of others; share and celebrate success.
- Show passion for improving the delivery of services; committed to continuous improvement
- Manage the administration associated with the role.
- Perform other duties as needed to ensure the effective operations of the organization.

Attributes of a Successful Candidate: Skills, Knowledge and Abilities

- "Can Do!" attitude and a heart for serving people in need.
- Creative, professional, and entrepreneurial spirit.
- 3-5 years' experience as a fundraising professional with emphasis on community/engagement and marketing and an aptitude to grow in personal and professional learnings.
- Ability to work both independently and collaboratively, with a talent for building strong and productive relationships across constituencies.
- Ability to work with and command respect of C-suite executives, department chairs, and other high net-worth donors and volunteers
- Demonstrated knowledge of cultivation, solicitation, and stewardship strategies and techniques with corporate and foundation relations.
- Ability to initiate and build strong relationships with corporate and foundation funders and interact via telephone, email, and in-person.
- Demonstrated knowledge of methods, practices, and procedures for obtaining information about giving programs of companies and foundations.
- Demonstrated success in organizing work, meeting strict deadlines, and setting priorities.
- Excellent organization, interpersonal, and networking skills with individuals and large groups.

- Proactive and strategic thinking with the ability to work by independently and collaboratively.
- Ability to communicate United Way priorities to external audiences.
- Demonstrated word processing and overall computer expertise including MS Office and Power Point, with an aptitude for learning new software programs.
- Experience with donor database and CRM preferred.

Physical Requirements

Position requires sitting and using a computer keyboard and screen for long periods of time; moderate physical activity including walking, stooping, bending, reaching and carrying objects up to 25 lbs.; must possess a valid CA driver's license and provide reliable personal transportation with mileage reimbursed at current IRS rates. Must be willing to travel to offsite meetings and within and outside of Santa Cruz County.

Education and Experience

College education - Bachelors' degree preferred. Experience in fund development, marketing, public speaking or experience relevant to these activities are preferred.

Salary & Benefits

\$60,000 - \$70,000 dependent on applicant's years of relevant education and experience. Salary range has potential for increase based on fundraising outcomes.

Benefits after one full month of employment include: health, dental, employer contribution to employee's 403(b) retirement, paid vacation and sick time off. The United Way of Santa Cruz County is an equal opportunity, affirmative action employer.

To Apply:

By 5:00pm on June 11, 2021, please send your cover letter, resume and a list of three professional reference. Cover letter should demonstrate experience in acquiring new revenue by the candidate. References should be individuals who have immediate knowledge of your work. Please include name, title, organization, address, and telephone number.

Email Your Cover Letter and Resume

Human Resources

Email: hr@unitedwaysc.org

(Word or PDF format only)