Job Description
Donor Relations Manager

Overview
The Donor Relations Manager is responsible for developing and implementing engagement and fundraising strategies or enhance and grow revenue with assigned workplace accounts and donors. This primary focus of this position is to support the annual campaign operations including beneficial corporate and individual relationships, increasing effectiveness of volunteer engagement and recruitment, and growing Resources Under Management (RUM). This position is part of a small team responsible for increasing resources to support United Way of Williamson County’s community impact priorities.

Job Description
- Manages assigned workplace relationships to increase engagement and revenue.
- Achieves annual fundraising goals with assigned accounts including donor participation rates, leadership giving participation, and RUM.
- Works with Director of Resource Development to create solicitation and year-round engagement strategies with assigned workplace accounts to retain current and attract new donors in order to raise more revenue, increase overall engagement and increase RUM.
- Discovers donor companies’ corporate social responsibility and/or workplace giving objectives, identify opportunities that align with United Way’s goal, and work with staff to create engagement initiatives and opportunities.
- Strategically secures funds outside of annual campaign through corporate sponsorships, event and projects for community impact initiatives.
- Works collaboratively with staff to meet annual revenue and engagement goals.
- Ensures accuracy and timeliness of account data input for assigned accounts.
- Secures new relationships within existing accounts to increase visibility and workplace engagement.
- Maintains current understanding of community goals and initiatives, focus areas, successes and overall results to effective communicate to donors and at community events.
- Supports implementation of communications strategy especially through social media platforms as appropriate.
- Attends internal and external meetings, SECC/CFC fairs and community events as required.
- Performs other duties related to resource development as needed.

This job description has been designed to indicate the general nature and level of the work and may not list all duties.
Knowledge/Skills/Abilities:

A successful candidate will possess:

- Ability to convey a high degree of commitment and passion for mission of United Way.
- The ability to work in a fast-paced environment, manage multiple priorities and take initiative with minimal supervision.
- Excellent written and oral communication skills that are effective with a diverse range of audiences including board members, volunteers, internal staff, donors, executives, potential funding partners and all constituencies.
- Strong computer skills and ability to become proficient in relevant software.
- Proficiency with core social media platforms including Facebook, Twitter, Instagram, Pinterest and YouTube in a workplace setting.
- Functional knowledge of local employers, education institutions, governmental agencies and nonprofits specifically those located within Williamson County.

Requirements: A minimum of 3 or more years of fundraising or sales experience is required. Must have a valid TX Driver’s License and reliable transportation. Must be willing to work evenings, weekends and flexible hours. Residents of Williamson County preferred.

Reports to & supervised by: Director of Resource Development & Marketing

Status: Full-time, 40 hours a week, non-exempt.

Salary Range: $36,000 annually plus benefits including medical, dental, life and paid vacation. Travel/Mileage reimbursed at IRS determined rate. Relocation expenses not paid.

Education Requirements: Bachelor’s degree in business or related field. (5 or more years of successful sales experience may be substituted for bachelor’s degree.)

Physical requirements: This position requires sitting for extended periods of time while on the computer and telephone, bending to file, lifting approximately 30 pounds and out-of-office public contact.

How to apply:
Qualified applicants should submit a resume, a cover letter describing candidate qualifications and relevant experience and how you learned about this position, and three (3) professional references with contact information to: Laurie Garza at laurie@unitedway-wc.org. Please send as one document. No phone calls please. Application deadline is March 1, 2016.