



United Way of
Williamson County

Job Description

Director of Resource Development

Reports to: Chief Executive Officer

Status: Full-time, exempt

General Function: Responsible for the development and execution of comprehensive long-range strategic and annual business plans focused on revenue generation and donor engagement. Manages and directs staff/interns responsible for Annual Campaigns and Corporate Relationships. Responsible for the leadership of volunteer and staff teams to ensure maximizing fundraising and engagement efforts including the annual campaign, workplace campaigns, major gifts, planned/endowment giving, individual donor engagement, and affinity group(s). Will work in tandem with Community Engagement Coordinator to ensure engagement opportunities with individual donors, affinity groups and corporations.

The Director of Resource Development must be a sophisticated relationship-builder who is able to adapt his or her communication style to work effectively with a wide variety of internal and external stakeholders with multiple priorities, including the President/CEO, Board of Directors and other members of the senior leadership team, as well as a very diverse set of fund holders and fund development prospects.

The Director of Resource Development brings a proven knowledge of development, planned giving, and donor relations to United Way of Williamson County.

Job Relationships With: United Way Board of Directors, major donors, community engagement coordinator, corporate leaders, staff and the general public.

Key Areas of Responsibility

Executive Leadership

- Serves as the liaison for all revenue generation and donor engagement efforts for United Way of Williamson County Board of Directors.
- Guides the development and implementation of the strategic and annual business plans for the development team.
- Represents the organization and provide leadership to United Way Network initiatives that enhance the performance of the United Way movement.

Resource Development Leadership

- Communicates a positive image of UWWC that builds confidence and trust with stakeholders and the public. Build and maintain support for the organization at the highest levels through collaborative partnerships and visible leadership.
- Establishes a culture of relationship management. Cultivates and sustains positive, productive relationships with volunteers, community and business leaders, donors, fund recipients, and staff.
- Develops and monitors the UWWC fund development plan, including strategic goals and objectives to ensure appropriate, organizationally effective and timely growth and the furtherance of UWWC's mission.
- Creates and leads overall resource development strategy for, including but not limited to workplace campaigns, annual giving, sponsorships, grant writing and planned giving.
- Seeks out and develops innovative funding partnerships with organizations that further the goals and initiatives of UWWC.

Donor Cultivation and Stewardship

- Oversees UWWC gift acknowledgement and donor recognition programs.
- Works with Director of Marketing and Communications to develop an annual Marketing and Communications strategic/tactical plan, including public relations and online marketing. This includes the design, shape and execution of a comprehensive, multi-faceted donor and stakeholder plan that supports the organization's strategies and objectives, builds relationships with key audiences, and positions United Way as the leader in Community Impact.
- Leads and coordinates the goals, objectives and work of donor relations to maximize the organization's revenue streams. Areas include, but are not limited to annual campaigns, workplace campaigns, grants, sponsorships, non-traditional revenue streams, etc.
- Maintains a working knowledge of the economic and social forces related to the community's ability to raise resources needed to fund services.
- Directly manages the donor relationship with high net worth individuals to retain and increase their engagement and support of UWWC.
- Develops systems and approaches to identify prospective donors; researches prospect interests and ability to donate. Establishes a priority list for contact and solicitation.
- Expands and grows donor base beyond traditional United Way participants.

Staff and Volunteer management/Coordination

- Manages and directs resource development interns/loaned executives and volunteers from the community.

- Provides professional leadership and guidance to volunteer committees and teams responsible for generating UWWC's revenue via workplace campaign or other revenue generating activities.

Data Management/Policies and Procedures

- Assists the CEO in establishing and developing appropriate operating policies and procedures affecting donor initiatives.
- Ensures that financial issues for gifts are handled with complete disclosure and in compliance with Gift Acceptance Policies.
- Maintains and updates donor files in a Customer Relations Management system.
- Assists CEO with data gathering and analysis for goal setting and projections.
- Provides general administrative backup support and other duties as assigned.
- Utilizes data to best communicate with donors and supporters
- Directly manages UWWC policy regarding fundraising, capital campaign planning and endorsement for agency partners.
- Develops and manages the Resource Development operating budget. Ensures appropriate financial control and efficient administrative operation.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Minimum Qualifications:

Bachelor's Degree and ten years of experience in fundraising/development. Excellent communication, management and interpersonal skills; high level of knowledge of United Way practices and procedures desired. Strong relationship building and management experience. Strategic and results driven.