

United Way of the Mohawk Valley, Inc.
Position Description

TITLE: *Director of Development*

REPORTS TO: CEO

Position Summary: Oversees and directs all fund development and communications strategies for United Way of the Mohawk Valley.

Summary:

Provides complete fund development and communications management and leadership by assuring diversity in revenue for the growth of the mission.

Responsibilities:

Fund Development

- Provide oversight and leadership of the annual fundraising campaign and any special events.
- Oversee the creation, planning, and implementation of an annual fund development plan.
- Volunteer management/volunteer events execution.
- Work collaboratively with the executive leadership team and the CEO to create and implement a long-term development plan to guide growth in resource development within workplace campaigns and other revenue initiatives.
- Guide and manage the fund development process, including individual giving via annual giving, planned giving, major gifts, and workplace campaigns.
- Cultivate relationships within all accounts and organize and manage workplace campaigns to encourage increased participation and giving within all accounts, maximizing potential and reaching desired goals.
- Establish donor relationships with individuals and organizations, including prospecting with non-giving accounts and making cold calls.
- Guide and manage the grant solicitation process.
- Facilitate board committee meetings related to fund development.
- Create and manage departmental budget.
- Oversee the creation, planning, and implementation of an annual fund development plan.

Supervisory/ Management of staff who execute:

Marketing and Communications

- Develop & execute annual marketing and communication strategies and plans for the organization.
- Ensure large-scale external communications are consistent with United Way MV messaging and branding following United Way Worldwide Brand guidelines.
- Speaks on behalf of the organization to the media and conducts media interviews in the absence of the CEO's availability.
- Create and implement sponsorship packages in collaboration. Ensure all sponsorship, grant, and partnership marketing deliverables are met following United Way and any partner's brand guidelines.
- Provide oversight and leadership of the annual fundraising campaign and any special events.

Workplace Campaign

Workplace Campaign solicitation and cultivation

Events:

Event management and execution

MANAGEMENT AND ADMINISTRATION:

I. General

- Provide coaching and supervision to department staff.
- Work well in a collaborative team-like environment.
- Ability to be proactive in revenue-generating ideas.
- Perform other duties as assigned in support of United Way operations and functions.

II. Knowledge, Skills, and Abilities:

- Skilled in analyzing data to determine the next steps in revenue-generating ideas.
- Computer skills with proficiency in Microsoft Windows, Excel, Word, and donor CRM systems.
- Excellent communication skills.
- Excellent interpersonal skills.

III. Qualifications:

- Bachelor's Degree in Communications, Marketing, Business, or a relevant field.

- Three- Five years of experience in a related field is necessary.
- Proficiency with donor database

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