

POSITION: Senior Director of Resource Development & External Affairs

REPORTS TO: Chief Executive Officer

POSITION DESCRIPTION

The Senior Director (director) provides leadership, strategic vision, and direction in the areas of resource development, communications, and volunteer engagement. S/he, in partnership with the CEO, Board and staff, will have the opportunity to strengthen United Way of Waco-McLennan County's (UWWMC) fundraising culture and results, brand awareness, and value proposition.

ESSENTIAL SKILLS & QUALITIES

UWWMC is seeking a senior professional who will lead both the art and the science of fundraising and the integration of effective communication to inspire giving. The ideal candidate is a results-driven leader with an understanding of the local community, the business environment and the United Way network. S/he has a comprehensive focus on gaining the unrestricted resources needed to support our mission and strategic objectives. The director is a relationship builder who is adept at building and maintaining positive and productive relationships with both internal and external stakeholders. S/he is an effective communicator and can lead efforts to articulate UWWMC's vision, mission, and values in a way that inspires higher levels of trust and giving.

KEY RELATIONSHIPS

S/he works collaboratively with the CEO, the Senior Director of Impact (Director) & Engagement, and the Senior Director of Finance and Administration. S/he is the primary liaison to the Board Chair of the Resource Development Committee. S/he is the primary liaison with workplace campaigns and individual donors.

KEY RESPONSIBILITIES

Resource Development-Ongoing Responsibilities

The director will be responsible for increasing revenue from workplace campaigns, individual and major gifts, affinity group fundraising, and identifying and securing corporate grants.

- Develop and oversee the analysis and growth strategy for UWWMC's annual workplace campaign by consistently nurturing existing relationships and identifying opportunities to cultivate new relationships
- Lead Loaned Executives and possibly other affinity groups, with a consistent focus on nurturing and growing memberships and engagement as brand ambassadors, advocates and fundraisers
- With the Resource Development Committee Chair and development staff, populate and guide the annual work of the volunteer committee leading the workplace campaign efforts
- Developing a specific strategy for additional revenue streams to supplement and grow annual revenue results (i.e. additional affinity groups, corporate and foundation grants and Special Impact Funds)
- In collaboration with the Resource Development Committee Chair, key Board Leaders and the CEO, establishing the strategy and framework for what will be a Loaned Executive Committee &/or Campaign Advisory Board
- Serve as project lead for the execution of special events such as Community Breakfast and Campaign Kick-off

Communications-Ongoing Responsibilities

- Lead the development of all UWWMC marketing materials, social media, website, and quarterly e-newsletter
- Proactively seek opportunities to increase awareness for UWWMC through a variety of communication methodologies including, but not limited to, speaking engagements, print, and broadcast media

- Continuously focus on enhancing UWWMC's external messaging, specifically in the first year by working closely with other staff and stakeholders to develop a Comprehensive Communication Strategy & Plan
- Conduct annual Communication Training for Staff and Volunteers

Volunteer Engagement-Ongoing Responsibilities

The director will work collaboratively with the internal team to design and implement compelling annual volunteer opportunities that align with UWWMC's strategic plan.

- Develop and manage the Loaned Executive Program with the goals to:
 - Bring together a group of up and coming professionals to learn about the work of our organization and funded partners
 - Help them identify ways to include a strong giving mentality in their corporate culture
 - Provide opportunity for professional skillset development
 - Re-establish UWWMC as the link between the corporate and non-profit worlds
- Create a diverse army of advocates to serve as UWWMC ambassadors across all the major business sectors
- Assess UWWMC's capacity for increased local volunteer engagement opportunities and United Way Worldwide's resources associated with volunteerism to advise the staff and Board on the appropriate opportunities for UWWMC
- Collaboratively define the scope and responsibility for UWWMC's on-going volunteer engagement

Supervisory

The director will supervise Resource Development & Communication staff as growth allows.

BASIC QUALIFICATIONS & EXPERIENCE

- 5 years as senior fundraising staff member or senior staff in a related field such as Public Relations, Communications, Community Relations, Account Development, Sales & Marketing
- Must have experience planning for and working externally to build relationships, with a high preference for work at the C-suite level
- Must possess knowledge and ability to use analytics to map relationships, report results, and define targets
- Budget accountability (top & bottom-line)
- Advanced presentation, analytical, and strategic planning skills
- Advanced volunteer management experience
- Experience with special event planning and execution

EDUCATION

- Bachelor's Degree

Salary Commensurate with UWWMC's standards & experience

HOW TO APPLY:

Qualified candidates should email a resume and a cover letter to: Karenbrown@unitedwaywaco.org

Please list the subject line as: Senior Director

- **Applications that do not meet the Basic Qualifications & Experience will not be considered**
- **Resumes that do not include a Cover Letter will not be considered.**