Resource Development Manager

Department: Resource Development
Reports to: Senior Vice President

POSITION SUMMARY

The Resource Development Manager reports directly to the Senior VP and works closely with all members of the Resource Development and Marketing & Communication departments. They are responsible for growing and strengthening relationships with private and public sector organizations, taking a leadership role in the planning and executing of fundraising strategies, including but not limited to the annual campaign.

The Resource Development Manager develops, manages and executes strategic year-round relationships that align with the mission, vision and values of United Way of Erie County. This role shares responsibility of developing and maintaining revenue streams required to advance the community impact work of the organization. They are responsible for the cultivation, solicitation and stewardship of donors to increase engagement with United Way.

Key areas of responsibility include year-round engagement with corporate partners and individual investors, overseeing execution of annual workplace campaign, account management oversight, tracking data and providing support to the Senior VP. This outward facing role requires demonstrated ability to build strong, mutual beneficial relationships. While part of the Resource Development team, the Resource Development Manager often executes responsibilities independently and holds accountability for results.

Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this position at any time.

ESSENTIAL FUNCTIONS

Relationship Management
  o Engage companies year-round through creation and implementation of specific strategies that align with their corporate social responsibility.
  o Serve as the primary liaison with Employee Campaign Managers year-round to create an ECM Community to inspire greater generosity of time, influence and money in their respective organizations.
  o Develop and execute presentations to individuals and groups to engage and energize community constituents and strengthen their commitment to the organization’s mission.
o Identify and create new partnerships with companies and individuals.
o Provide support to team leaders and volunteers as they work with partner organizations to strategically grow relationships.

Annual Campaign & Account Management
  o In conjunction with Senior VP and the Resource Development team, create annual account plans and action steps needed to engage accounts on a year-round basis to secure and grow financial support for United Way.
o Track revenue generation, retention, visits and key business activity throughout the year. Provide regular activity status, update projections to target and conduct appropriate analysis to build and refine business goals.
o Analyze campaign potential and results for assigned accounts in order to develop market segments that will determine financial goals; leverage segmentation account management.
o Assist in the development and implementation of employee campaigns and support overall campaign efforts.
o Identify and follow-up on corporate sponsorship opportunities related to annual campaign and other resource development activities.
o Update CRM software for the preservation of information from interactions that are pertinent to building the relationship, account giving history, accurate contact data and vital communications.
o Maintain accurate and detailed account records to analyze the effectiveness of strategies against delivering objectives.

Administrative Support
  o Provide administrative and phone support as needed.
o Support, as needed, special event activities.

REQUIRED EDUCATION
Undergraduate degree and/or five (5)+ years of equivalent experience

REQUIRED EXPERIENCE
Minimum five (5) years relevant experience

REQUIRED SKILLS
  o Ability to think strategically with proven, strong ability to execute on a plan
  o Strong project management skills with timely and consistent attention to follow-up
  o Demonstrated ability to manage responsibilities independently and work cross-functionally to advance progress toward and achieve goals
  o Strong oral and written communication with an ability to relate with a diverse group of individuals or organizations
  o Practiced at public speaking
  o Ability to take initiative and be creative in thinking and solutions
- Detail oriented with strong project management skills, including managing portfolio of accounts
- Ability to persuade others and to close investment opportunities
- Proficient in Microsoft Office products
- Experienced in CRM with an ability to become proficient in Andar
- Competent in basic data analysis
- Developed critical thinking and problem solving
- Must be able to work flexible hours as needed

**PHYSICAL REQUIREMENTS**
- Exerting up to 20 pounds of force to move objects
- Worker must frequently talk, hear, and use typical office equipment
- Worker sits most of the time; required to travel by car

**WORK ENVIRONMENT**
- Primarily works in climate-controlled office-based setting
- Position requires worker to commute to offsite locations to complete business