



United Way of
Central Washington

Job Title: Director of Development
Reports to: Executive Director / Executive Committee
Location: Yakima, Washington
FLSA: Exempt Salary: \$60K - \$65K Starting DOE

PURPOSE:

To assist in oversight and leadership of staff and Resource Development which includes the annual fundraising campaign, and any special event fundraisers. Cultivates relationships within all accounts, organizing and managing workplace campaigns to encourage increased participation and giving within all accounts, to maximize potential and reach desired division goals. Includes prospecting, developing a relationship with non-giving accounts, and making cold calls. Ability to establish donor relationships with individuals and organizations. Contributes to and demonstrates ownership of organizational goals.

ESSENTIAL FUNCTIONS:

- Team Management – in support of and at the direction of the Executive Director
 1. Develop, motivate, and manage volunteers to assist accomplishment the work
 2. Manages and assists workplace campaign teams
- Maintain a portfolio of company accounts. Develops positive relationships with coordinators and key executives. Know their interests and priorities and use this information to build year-round engagement opportunities for them. Document this information for quick access and future use by United Way of Central Washington.
- Maintain a portfolio of individual donors. Cultivate relationships with individual donors and steward them as supporters of United Way of Central Washington.
- Maintain a portfolio of prospective donors and companies. Grow and expand the donor base through advocating the positive influences of United Way throughout the community.
- Cultivate the investor climate. Follow-up with initial contacts making regular visits and develop a deeper understanding of individual and donor accounts.
- Be aware of industry activities and trends that impact donor accounts and maintain ongoing campaign projections using this data.
- Set aggressive campaign goals and be able to demonstrate successful movement toward them.
- Demonstrate how donations are making a difference. Know and effectively communicate United Way's goals and achievements.
- Make professional presentations to companies and community organizations. Use these presentations in assisting other United Way colleagues.
- Train and steward Resource Development staff. Assist them and prepare campaigns using "best practices."
- Collaborate closely with others throughout the United Way of Central Washington.

Cross-Functional Duties

- Assist ED with staff oversight, direction, and segregation of duties.
- Assist in providing leadership and guidance to the entire team.



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- Assist in developing/strengthening staff processes and systems
- Provide guidance, ideas, and collaborative thinking with Executive and Leadership Teams.
 - Assist in leading organizational goals
 - Connect RD work to the mission and broader goals
- Serve as staff liaison to RD Committee, Campaign Committee, and Tocqueville Cabinet
 - Develop strategies and plan to engage donors – increase volunteering, leading to increased giving.
- Work with Team on marketing and outreach on all marketing and media efforts, including material and message development.
- Leverage relationships to create additional opportunities with other organizations and individuals.
- Foster creative thinking and facilitate future partnerships within corporate accounts.
- Work with staff and volunteers, will drive the execution of their plan and manage the action steps and results from these efforts.

Other Functions

Participate as directed in United Way of Central Washington events such as: Community Celebrations, team building activities, and when requested, board meetings.

Teamwork Collaboration

Contributes to the achievement of team objectives by helping others to complete tasks on own initiative. Shares information/ideas with other team members. Carries out assigned work projects. Identifies ways to make a greater contribution to the team. Able to adapt quickly to changing conditions or performance expectations. Able to focus on assignments during periods of change and/or uncertainty.

Communications

Expresses work issues and problems in a clear and concise manner. Communicates effectively with others up, down, and across the organization to achieve expected organizational results. Gives and receives constructive feedback. Seeks direct input on team effectiveness and environment.

EDUCATIONAL PREREQUISITES:

Undergraduate degree and at least 3-5 years of fundraising/sales experience or equivalent in the nonprofit sector.

Required Knowledge, Skills, and Abilities:

- Well-developed relationship management.
- Ability to demonstrate extraordinary listening and communication skills Ability to demonstrate negotiation techniques.
- Ability to deal with sensitive information and honor confidentiality.
- Ability to establish and maintain effective working relationships with a variety of constituents.
- An astute ability to appeal to funding organizations.
- Ability to organize and coordinate multiple activities simultaneously and to meet established timelines for each activity.



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- Ability to remain consistent, calm and fair under pressure. Ability to work effectively as a member of a team.
- Ability to work extended hours as required by job demands. Ability to work independently with a minimum of supervision.

PHYSICAL AND MENTAL DEMANDS:

- Requires time away from the office, traveling by car, walking to appointments and taking stairs.
- Requires the ability to multi-task between workplace campaigns, individual giving, meetings, special events, and strategic thinking.
- Requires a normal amount of typing and data entry for customer relationship Management.
- Requires presence during noncore hours and a consistent relationship building Attitude.
- Typically lifts campaign materials of 25-50 lbs. consistently from August to December and during special events.

ABOUT UNITED WAY OF CENTRAL WASHINGTON

Headquartered in Yakima, Washington, United Way of Central Washington (UWCW) currently serves the people of 2 counties: Yakima and Kittitas. Its mission is to gather people, ideas, and resources to strengthen communities and improve lives.

UWCW is working to bring together donors, businesses, nonprofits, government, and others to create better solutions to our community's challenges. Our programs and donor dollars ensure that individuals and families in Central Washington have the opportunity to achieve potential through education, that they are healthy and safe, are financially stable, and live life with dignity.

UWCW has a strong commitment to Diversity, Equity, Inclusion, and Belonging and is seeking a Director of Development who will contribute to this cross-functional organizational initiative and uphold the following values:

- We value the visible and invisible qualities that make you who you are.
- We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community.
- We believe that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems.
- We strive to include diversity, equity, and inclusion practices at the center of our daily work.
- We commit to using these practices for our business and our communities.