



**United Way of North Idaho
Resource Development position description**

Title: Resource Development Manager
Reports to: Executive Director
Status: Regular Full-Time / Non-Exempt

Purpose: To be the primary staff member dedicated to fundraising activities with secondary responsibilities of community outreach. Manages all planning, execution, and administrative functions related to individual and workplace giving, corporate partnerships as well as assistance in marketing and special events.

JOB DESCRIPTION

Individual Donor Stewardship

1. Gain an understanding of UWNI's donor history, its connection to workplace campaign and impact programs, as well as the giving landscape in Idaho's five northern counties
2. Develop and implement a sustainable fundraising plan to increase individual donations
3. Manage donor data in Salesforce based software. Clearly demonstrate use of accurate data to drive resource development decisions and planning.
4. Provide donor-centric follow up and support to corporate givers, individual givers, and partners to demonstrate United Way of North Idaho value. A strong commitment to customer service is needed

Workplace Giving Campaign

1. Drive the primary operations of the workplace giving campaign from a 'project manager' and 'relationship manager' standpoint with key giving accounts
2. Utilizing data, lead the workplace campaign evaluation, prioritization, and planning
3. Work with staff and campaign companies to prepare, schedule, and give presentations
4. Develop and provide training for campaign volunteers, including board members and company internal campaign coordinators

Sponsorship Program

1. Review UWNI programming, include ALICE and early learning projects, to identify potential sponsor opportunities. Identify benefits associated with each.
2. Work with UWNI staff and volunteers to identify, prioritize, and solicit potential sponsors.
3. Ensure sponsor fulfillment through promotion, communication, and reporting.
4. Plan and execute delivery of corporate giving, including sponsorships, event participation, etc.

Outreach & Marketing

1. In coordination with UWNI staff, develop and write marketing materials as needed, including press releases, email newsletters (general and company specific), website content, etc.
2. Give high-energy public presentations to varied audiences in workplace campaigns, service clubs, and to the general public on the value of investing in United Way of North Idaho
3. Assist in managing social media presence



4. Assist in the production of UWNI early learning fundraising events, including Spring Dash, Awards Luncheon, Teeing Up for Kids Golf Tournament, and Ride for ALICE.

Administrative & General

1. Communicate with Executive Director, Resource Development Chair, and UW staff as necessary for general awareness and for monthly reporting to the Board of Directors.
2. Assist with general office support, including answering phones, assisting at events, etc.
3. Other duties as assigned.

QUALIFICATIONS TO PERFORM JOB SUCCESSFULLY

Education and/or Experience

- Bachelor's degree or equivalent experience.
- Five+ years' resource development, sales, relationship management work, or equivalent experience.

Skills

- Understanding of and commitment to the mission, vision, and goals of the United Way of North Idaho.
- Proficient in the latest Microsoft Office Environment (Word, Excel, PowerPoint, Outlook).
- Strong attention to detail, planning and time management skills.
- Self-starter with the ability to work independently towards organizational goals.
- Prefer knowledge of the five northern counties of Idaho.

Additional Requirements

- Adopt a tenacious and donor centered approach to building workplace giving campaign relationships, corporate partners, and new accounts.
- Clearly demonstrate the 'relationship management' skills that the position requires

Mental demands

Duties require attention to detail, high degree of accuracy, reliability, timeliness, alertness, and use of judgment. Also requires writing ability, creativity, and concentration. Access to and use of confidential data where discretion/sensitivity is of utmost importance. Mature judgment and confidence.

Physical demands

Occasionally required to stand, reach, stoop, and handle and/or lift and up to 25 pounds. Must be able to check reports for completion and accuracy and to retrieve and transmit information. Use of general office environment equipment. Reasonable accommodations may be made to enable individuals to perform the essential functions.