



United Way  
of South Hampton Roads

**We bring people and resources together to solve problems too big for any of us to solve alone.**

**UNITED WAY OF SOUTH HAMPTON ROADS  
Campaign Director**

<b>Title:</b>	Campaign Director (\$75,000-\$85,000)
<b>Department:</b>	Resource Development
<b>Report To:</b>	Vice President, Resource Development
<b>Date Created:</b>	December 2022

**Why Work for United Way:**

Do you want to leave work every day knowing that you made an impact? At United Way of South Hampton Roads (UWSHR), you'll work in a fun and supportive environment where every day is a new opportunity to make a difference. If you talk to our employees, the single trait we all have in common is passion. We work hard because we love what we do and we know how much our community needs us. Plus, we offer excellent benefits and opportunities for advancement. If you want to be great while doing good, join the United Way team.

**Objectives & Expectations:**

The United Way improves lives by mobilizing the caring power of communities to advance the common good to help all residents thrive and live the best version of themselves. We all benefit when a child succeeds in school, when someone finds a job that sustains a family, or when more people get quality, affordable healthcare. United Way endeavors to drive measurable impact by focusing and accelerating our current agenda centered around economic mobility, education, and health initiatives while remaining responsive to community needs with flexibility to respond to critical needs and crises.

UWSHR seeks a fundraising leader to help manage one of the most significant United Way annual campaigns in the nation. This position is responsible for working with the VP of Resource Development to develop and implement a successful workplace campaign strategy leading to a higher level of corporate engagement and overall campaign revenue of \$12M+. This includes strong, meaningful relationships with our highest-level corporate partners as well as overseeing and leading the campaign team. To be successful, this individual will need to work proactively and collaboratively with other departments to plan corporate engagement events and interactions that lead to year-round engagement opportunities and funding. The Campaign Director is expected to spend 75% of their time in the field meeting and interfacing with key constituents and prospects to identify, follow-up and close opportunities within each account. Responsible for a large portfolio of accounts totaling \$5M+. This individual is also expected to set strategies and provide oversight to employees running lower-level accounts. Must have essential skills and standard concepts, practices and procedures of consultative selling and overall relationship building. Relies on experience and judgment to plan and accomplish goals working effectively within the department and across teams.

**Commitment to equity, diversity & inclusion**

We take the broadest possible view of diversity.

**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.



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**Cultural Competence:** The Campaign Director adapts a lens of cultural competency that conveys empathy, support, and an understanding of the people they work with both internally and externally, engage with, and the people they serve. This competency helps to build trust and effective engagement, build stronger relationships, expand our organization's reach, and more effectively and respectfully engage with people regardless of background.

**Core Competencies** are characteristics that all employees are expected to exhibit as a member of the UWSHR team. For complete details that include attributes and behaviors please see the United Way Core Competencies Checklist in the shared Human Resources Network Folder. These include:

- **Mission Focused:** The top priority is creating real social change that leads to better lives and healthier communities.
- **Relationship Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator:** Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results Driven:** Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling and leveraging strategies and innovations for broad investment and impact.
- **Brand Steward:** Understands his/her role in growing and protecting the reputation and results of the organization, and thus, the greater network.

**Key Accountabilities** include the following:

1. Responsible for strategically growing revenue for the annual campaign. Also responsible for a portfolio of assigned companies, responsible for growing total number of donors, increasing donor retention, employee participation and increasing overall corporate giving.
2. Increase overall portfolio by 5%
3. Increase overall workplace donors
4. Increase in the implementation of key engagement strategies for top companies
5. 16 face to face meetings and 80 meaningful interactions each month – targeting engagement, with expectation of increased account involvement

**Essential Duties and Responsibilities** include the following:

- Establish year-round relationships with companies to facilitate partnership opportunities and revenue growth
- Complete 4-5 virtual/in-person meetings a week with donors
- Track and monitor total campaign results compared to projections
- Provides high level of research and analysis able to make data driven decisions
- Assist in the direction of the work of other campaign staff approx. 1-4 people
- Lead coordination of Major Resource Development Events including Finale, ECL Training and CEO Call Process
- Achievement of goals for accounts related to donor growth and retention including corporate stewardship plan
- Regularly report progress of assigned accounts including weekly activity and opportunities



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- Inputting into CRM accurate donor information, all external meetings, follow-up notes, important communications and all opportunities

**Key Skills Requirements:**

- Bachelors degree required
- 7-10 years customer/donor relationship building experience preferred
- Ability to work independently with a strong work ethic, while also leading a team
- High degree of self-motivation, initiative and work well under pressure
- Volunteer Management experience
- Strong written and verbal communication skills
- Experience cultivation, soliciting and securing gifts with an ability to manage donor accounts
- Proficient computer skills
- CRM experience preferred

**Work Demands & Environment:**

- Ability to stoop, lift, finger – for example pick, pinch, or type and grasp
- Ability to clearly and concisely express and exchange detailed information and ideas to others accurately via spoken word
- Exerting up to 20 of force occasionally and/or a negligible amount of force frequently to lift, carry, push, pull or otherwise move objects
- Ability to inspect and analyze figures, accounting items, written materials, newsprint, computer terminal characters, transcription, and other similar objects at distances generally close to the eyes.
- The worker is subject to a variety of inside environmental conditions that may occur in an office, a private home, or elsewhere in the community including temperature variations, unpleasant odors, and potential allergens
- Although inside work is the rule, it is required that the individual be able to travel and may be exposed to a variety of weather conditions

Interested? Please send your cover letter and resume to [humanresources@unitedwayshr.org](mailto:humanresources@unitedwayshr.org). We will continue accepting applications until the position is filled.

*United Way of South Hampton Roads is an Equal Opportunity Employer. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at UWSHR will be based on merit, qualifications, and abilities. UWSHR does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity, veteran status or genetics. Please Note: Requirements, skills, and abilities described above are representative of those that must be met by an employee to successfully perform the essential functions of this position with or without reasonable accommodation. In no instance, however, should the duties, responsibilities, and requirements be interpreted as all-inclusive.*