



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

Title:	Vice President, Resource Development & Corporate Social Responsibility
Department:	Resource Development
Report To:	President & CEO
Date Created:	September 2023

Why Work for United Way:

Do you want to leave work every day knowing that you have 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. You'll learn from some of the best in the business and be constantly challenged in an ever-changing industry. 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:

Responsible for the development and execution of a compelling fundraising and donor engagement plan for one of our region's most respected and dynamic nonprofits. The Vice President of Resource Development and Corporate Social Responsibility will manage and direct staff responsible for community campaigns, individual affinity engagement, and overall corporate relationship management. This includes maintaining and enhancing current successful initiatives and creating new resource streams and initiatives, such as the annual workplace campaign, affinity group programs, and in-kind gifts. This position is responsible for the leadership of volunteer and staff teams to ensure maximized fundraising and engagement efforts.

Competencies:

- **Mission-Focused:** Catalyzes others' commitment to mission to create real social change that leads to better lives and healthier communities
- **Relationship-Oriented:** 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, including creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact
- **Strength of Character:** Demonstrates ability to be approachable and cooperative while also being a successful executive leader
- **Brand Steward:** Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network
- **Visionary:** Confronts the complex realities of the environment and simultaneously maintains faith in a different and better future, providing purpose, direction, and motivation
- **Team-Builder:** First ensures that the right people are in the right roles at the right times; fosters commitment, trust, and collaboration among multi-cultural leaders and stakeholders
- **Outward Turning:** Understands the dynamics of local, regional, and national environments, and works on an agenda rooted in the community's own perception of its needs and aspirations



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- **Business Acumen:** Possesses a high-level of broad business and management skills and is effective at using financial resources wisely and for the greatest impact
- **Network-Oriented:** Values the power of networks, striving to leverage United Way's breadth of community presence, relationships, and strategy

Core Job Responsibilities:

As United Way of South Hampton Roads (UWSHR) evolves and deepens its work in service of our community's most vulnerable populations it has created one of the most sophisticated fundraising programs in the region. Raising over \$14 million per year in its annual campaign, UWSHR needs a forward thinking, experienced fundraising professional to partner with its outstanding volunteer and executive leadership teams. Principal duties and responsibilities include:

- Provide strategic direction and annual plans for the Development Team and Resource Development operations.
- Determine key metrics, accountability, and reporting mechanisms aligned with performance and growth objectives for the Development Team.
- Work with Major Gifts/Foundation and Marketing to develop a plan for growth in elevating affinity donors along the donor continuum.
- Work with Women United, AALS (African American Leadership Society), and volunteer leadership to create and implement a plan to cultivate, steward, and solicit our current and prospect donors
- Provide leadership in the identification and recruitment of Board Members/Cabinet Members.
- Direct efforts to secure corporate support and grants through corporate/foundation giving, sponsorship, consumer engagement efforts through partners and help in executing CSR related goals for top companies.
- Identify and manage a large portfolio of top corporate accounts and prospects to ensure comprehensive, seamless relationship development.
- Serve as a member and leader on the Executive Team.
- Oversee collaboration with the team to tailor strategies to companies, individuals, and prospects to promote the position benefits of their time and resources dedicated to UWSHR.
- Provide leadership and management of the campaign cabinet and other leadership to maximize resource development activities and increase revenue.
- Develop the annual operating plans, budgets, long-term development strategies, and action steps to increase relationships with and revenue from corporate partners.
- Manage the action steps and results for the development team; track activity metrics and revenue generation throughout the year and provide monthly reports against goal projections.
- Liaise with marketing department to oversee development of annual campaign materials (print, electronic, and audio-visual) as well as campaign and affinity events.
- Work closely with the data team to elevate the level of CRM use among development team; develop reports, SOP's, trainings, and execute enhancements as needed. Additionally, maintain accurate donor information, all external meetings and development dialogs, and all opportunities.
- Work with the finance department to ensure pledge processing is timely and accurate.
- Foster creative thinking and facilitate future partnerships within corporate accounts.
- All other duties as assigned.



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Key Skill Requirements:

- Understand and demonstrate commitment to the vision, mission, and direction of UWSHR.
- 10+ years of development experience with demonstrated ability to cultivate and solicit significant gifts, and to develop meaningful relationships to drive resources and results
- High-energy and initiative with a positive outlook and ability to manage change.
- Possess proven fundraising/sales skills at the technical, managerial, relationship management, and leadership levels.
- Demonstrate effective supervisory, management, and leadership competencies commensurate with the responsibilities of managing multiple staff functions.
- Possess highly evolved presentation skills.
- Experience with CRM software
- Commitment to excellence.

Working Environment:

Typical office environment, with at least 25% of time spent in outside meetings. Nights and weekends will be required for relationship building.

Physical Requirements:

- This job requires exerting up to 20 pounds of force frequently, and/or a negligible amount of force constantly to move objects
- Worker must frequently talk, hear, and use typical office equipment
- Worker sits most of the time; routinely required to walk and occasionally travel by car
- Ability to provide personal transportation
- Ability to operate a computer for extended period