

UNITED WAY OF EAST CENTRAL IOWA

Job Description Form



Job Title/Dept: Manager - Annual Campaign	
Reports to: Vice-President - Resource Development	
Type of position (Double-click the box): <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Regular <input type="checkbox"/> Part-time <input type="checkbox"/> Specially funded <input type="checkbox"/> Intern <input type="checkbox"/> Temporary	Hours <u>40</u> / week <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt
Supervisory Responsibility <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Number of Direct Reports : <u>3</u>	Other Skills <ul style="list-style-type: none"> • Ability to develop, implement and manage work and project plans • Prioritize and meet deadlines • Excellent communication and relationship-building skills • Direct the work of assigned staff
CORE VALUES AND BEHAVIORS	
<u>Values</u> <ul style="list-style-type: none"> • Relationships • Excellence • Learning • Service • Systems 	<u>Behaviors</u> <ul style="list-style-type: none"> • Customer focused • Drive for results • Act innovatively • Embrace change • Work collaboratively • Communicate honestly and effectively • Demonstrate personal leadership • Regular and consistent attendance
PRIMARY PURPOSE	
Responsible for the oversight and management of the annual Campaign. Successfully develops and implements year-round strategies to increase overall contributions and constituent relationships.	
ESSENTIAL JOB FUNCTIONS	
Major Area of Responsibility (What do you do and why do you do it?)	Tasks Undertaken to Accomplish the Essential Function
Annual Campaign	<ul style="list-style-type: none"> • Develop key relationships with constituents, including: companies and volunteers • Develop, plan and execute annual campaign schedule and strategies • Recruit and supervise key staff/loaned executives/volunteers • Develop and manage Campaign department budget • Partner with Finance dept to track investments, pledges and accounts
Donor Retention	<ul style="list-style-type: none"> • Benchmark and measure retention and donor churn among companies • Initiate account development strategies • Develop and maintain CRM strategies through engagement of personal visits, events, volunteerism and company recognition • Utilize UWW donor churn tool among companies to prioritize growth strategies

Data Analysis	<ul style="list-style-type: none"> Analyze industry trends for strategy development and opportunities for growth Utilize trend information to measure ROI and progress toward strategic goals
Strategic Leadership	<ul style="list-style-type: none"> Direct involvement with implementation of Strategic Plan Development of workable budgets and timetables to accomplish organizational goals

Required Qualifications

Education:	Required	Preferred	Work Experience: Check the box that identifies the amount of previous work experience.
<input type="checkbox"/> High School Diploma/GED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> No previous experience
<input type="checkbox"/> Associate Degree (2 year program)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 1-3 years
<input checked="" type="checkbox"/> Bachelor's Degree	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 3-5 years
<input type="checkbox"/> Master's Degree	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> 5-7 Years
Describe any specific field of study: Marketing, Business or other related field			<input type="checkbox"/> 7 or more years

Job Skills and Attributes

- Analysis – Provides regular and continuous analysis of investor trends and resources.
- Innovation and Creativity - Remains open to new ways of doing business. Critically examines rules to see if they have outlived their usefulness. Flexibility, adaptability and openness to change. Regularly bring new ideas to the annual campaign. Commitment to continuous learning.
- Action Oriented/Results Driven - Demonstrate strong drive to achieve meaningful results and ability to follow-through on commitments. Successfully achieve campaign goals. Able to anticipate and resolve problems effectively. Work on concurrent assignments and meet deadlines.
- Effective Communication - Prepare clear, complete and concise reports. Ability to work effectively with volunteers and staff. Must have ability to maintain confidential information. Good interpersonal and relationship building skills.
- Cultural Competency - Ability to understand, communicate with, and effectively interact with people across cultures.
- Relationship Management – Works to understand, relate to and engage constituents to improve their experience with our brand and generate more significant relationships with them. Generates and grows relationships to drive positive impact for the community on issues we've identified as being important.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee may be frequently required to use finger and hand motion and occasionally required to stand, walk and reach with hands and arms. The employee must occasionally lift and/or move objects up to 20 lbs. Specific vision abilities required by this job include close vision and ability to adjust focus.

ACCOUNTABILITY AND DECISION MAKING –What rules or procedures limit the activities and authority of this position? What judgments and decisions are being made?

- Differentiate between urgent and non-urgent matters, collect relevant information and consult with supervisor and other team members before making major decisions. Decisions aligned with guidelines and/or policies of the Resource Development department and United Way.

Note: This job description indicates the normal type and level of work expected of the incumbent. Incumbent may be asked to perform other duties as apparent or assigned.