

UNITED WAY OF EAST CENTRAL IOWA

Job Description Form



Job Title/Dept: Senior Coordinator – Annual Campaign	
Reports to: Senior Manager-Donor Relations	
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 type="checkbox"/> Yes <input checked="" type="checkbox"/> No Number of Direct Reports ____	Other Skills Proven ability and willingness to solicit gifts Initiate new prospect identification and development Ability to develop, implement and manage project plans Prioritize and meet deadlines Excellent communication and relationship-building skills Proven public speaking skills Proven community involvement
CORE VALUES AND BEHAVIORS	
<u>Values</u> <ul style="list-style-type: none"> • Relationships • Excellence • Learning • Service • Leadership • Collaboration • Innovation • Integrity 	<u>Core Competencies</u> <ul style="list-style-type: none"> • Relationship Oriented • Results Driven • Brand Steward • Collaborator • Mission Focused
PRIMARY PURPOSE	
This community involved individual will develop strategies, tactics and implementation (CRM) steps to increase workplace and corporate giving. Responsible for the overall coordination and accountability of annual campaign activities in assigned accounts. Lead and execute account development with assigned workplace accounts and individuals. Serve as lead liaison for assigned leadership giving society.	
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 Strategies	<ul style="list-style-type: none"> • Develop campaign goals and integrate strategies and tools necessary to achieve increases in workplace and corporate giving • Cultivate relationships with company decision-makers and other individuals who influence individual and corporate giving • Manage campaign portfolios (year-round) and Loaned Executive(s) during campaign season • Serve as project manager on annual Week of Thanks • Serve as back up for envelope processing

Account Development	<ul style="list-style-type: none"> • Perform year-round account research to identify new prospects and stay current on industry trends • Integrate strategies to incorporate new and prospective accounts within existing structure • Utilize organization’s CRM strategies to achieve desired results • Ensures company and donor accuracy within database
Leadership Society Liaison	<ul style="list-style-type: none"> • Work with assigned Leadership Giving Society to grow membership and dollars contributed • Plan and lead Leadership Giving Society meetings • Identify donor prospects and develop plan for increased engagement
Individual Donor Engagement	<ul style="list-style-type: none"> • Identify and cultivate relationships with donor prospects based on current relationships and assignments made by Donor Relations staff • Develop and implement year-round CRM strategies for individuals

Required Qualifications

Education: <input type="checkbox"/> High School Diploma/GED <input type="checkbox"/> Associate Degree (2 year program) <input checked="" type="checkbox"/> Bachelor’s Degree <input type="checkbox"/> Master’s Degree Describe any specific field of study: Marketing, Business or related field	<table border="0"> <tr> <td>Required</td> <td>Preferred</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table>	Required	Preferred	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Work Experience: Check the box that identifies the amount of previous work experience. <input type="checkbox"/> No previous experience <input type="checkbox"/> 1-3 years <input checked="" type="checkbox"/> 3-5 years <input type="checkbox"/> 5-7 Years <input type="checkbox"/> 7 or more years
Required	Preferred											
<input type="checkbox"/>	<input type="checkbox"/>											
<input type="checkbox"/>	<input type="checkbox"/>											
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Job Skills and Attributes

- 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. Commitment to continuous learning.
- Action Oriented/Results Driven - Demonstrate strong drive to achieve meaningful results and ability to follow-through on commitments. 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. Must be comfortable speaking in front of various audiences.
- Cultural Competency - Ability to understand, communicates 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.

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. Employee will have to attend United Way functions outside regular business hours.