

## **JOB TITLE:** Campaign Specialist



**Position Type:** Part Time, Temporary

**Reporting To:** VP, Donor Engagement & Development

**Hours:** Up to 25 hours/week

**Supervisory Position:** No

**# of Direct Reports (if applicable):** N/A

## **ESSENTIAL SKILLS:**

- Fundraising skills: including utilizing existing company data, preparing, and conducting presentations to company coordinators and employee groups to grow participation and campaign donations.
- Project Management skills: including prioritizing, goal setting and projection maintenance using a computer database, time management, account management, implementation by utilizing resource and campaign volunteer motivation. Goal and achievement orientation are a must.
- Communication skills: including excellent written and verbal communication skills.
- Technical skills: including using Microsoft Office, CRM software, social media, and video conferencing software/platforms.

## **CORE VALUES & BEHAVIORS:**

### **Values:**

- Expect Excellence: Holding ourselves and others to the highest standards while embracing and learning from challenges.
- Encourage Growth: Creating greater impact through continual learning and innovation.
- Engaging Community: Connecting with networks and communities to address needs to improve the lives of every person.
- Exercise integrity: Acting ethically, honestly, and responsibly.

### **Professional Core Competencies:**

- Mission Focused: Priority to create real social change that leads to better lives and healthier communities. This drives performance and professional motivation.
- Relationship-Oriented: An understanding that people come before process and can cultivate and manage relationships toward a common goal.
- Collaborator: Understands the roles and contributions of all sectors of the community and can mobilize resources 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: An understanding of the role played and importance in protecting and growing the reputation and results of the greater network of United Ways.

## **PRIMARY PURPOSE:**

A Campaign Specialist (also known as a Loaned Executive) is an individual who is hired by United Way of East Central Iowa (UWECI) or appointed by his/her employer or through sponsorship dollars, to assist in the implementation of the annual workplace campaign for approximately three months (Early August-Early November). With guidance from the Corporate Engagement Manager or Corporate Engagement Specialist, a team of Campaign Specialists will create and implement innovative fundraising strategies, volunteer engagement opportunities, and top-of-the line cultivation and stewardship best practices to assist corporate partners in running successful workplace campaigns.

As a Campaign Specialist, you will be responsible for serving as a liaison between United Way of East Central Iowa and organizations running workplace campaigns. You will support organization staff in raising the visibility of United Way through the five counties we serve. Campaign Specialist oversees a portfolio of accounts with assign revenue and participation goals.

## ESSENTIAL JOB FUNCTIONS:

### **Annual Campaign/Workplace Giving:**

Build a working knowledge of UWECI's products, services, and community partners to present information and stories at meetings and workplace campaign events.

Plan organize, and complete employee and corporate campaigns to meet established goals.

Customize messaging to meet customer needs.

Contact volunteers and build relationships to increase effectiveness of campaign development and account cultivation.

Participate and encourage others to participate in UWECI Company Coordinator Trainings, Campaign Celebrations, campaign kickoffs, and other events.

Attend weekly update meetings to share experiences and assist others in their fundraising efforts.

### **Research and Reporting:**

Conduct research on all assigned accounts and provide updated information for UWECI's database.

Provide regular reporting to appropriate staff members on progress of assignments.

Complete account notes on a timely basis.

## EDUCATION:

**Level of Education:** High School Diploma/GED

**Work Experience:** ( ) 1-3 years, ( X ) 3-5 years, ( ) 5-7 years, ( ) 7+ years

## JOB SKILLS & ATTRIBUTES:

- **Innovation and Creativity:** Remain open to new ways of doing business. Critically examine rules to see if they have outlived their usefulness. Recognizes and capitalizes on emerging opportunities. Flexible, adaptable, and open to change. Committed to continuous learning.
- **Action Oriented/Results Driven:** Demonstrate strong drive to achieve meaningful results and able to follow through on commitments. Anticipate and resolve problems effectively. Work on concurrent assignments and meet deadlines.
- **Effective Communication:** Prepare clear, complete, and concise reports. Work effectively with volunteers and staff. Must maintain confidential information. Excellent interpersonal and relationship-building and written and verbal communication skills.
- **Strategic Relationship Management:** Work to understand, relate to, and engage constituents to improve their experience with UWECI's brand and generate more significant relationships with them. Develop and grow relationships to drive positive impact for the community on issues we have identified as important. Continually builds and expands the network of donors.
- **Customer Oriented:** Listens to the needs, interests, and passions of the donor with an eye towards connecting them with UWECI's work in the community. Identifies, engages with, adapts to, and influences various types of individuals and organizations.
- **Cultural Competency:** Able to understand, communicate, and interact effectively with people across cultures.

## 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. Travel to off site meetings is an essential part of this role; a valid driver's license is required.

## ACCOUNTABILITY & DECISION MAKING:

This position must differentiate between urgent and non-urgent matters, collect relevant information, and consult with supervisor or other team members before making major decisions. Understand organizational and departmental priorities and implement work accordingly.

*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.*