



Resource Development Assistant Director

Job Description

POSITION TITLE: Resource Development Assistant Director

REPORTS TO: Executive Director

STATUS: Full Time – 32-36 hours per week

JOB SUMMARY: Engage business leaders and communicate the value of Columbus Area United Way's work in the community and the value to companies in running a workplace campaign. Position will connect campaign volunteers and as well as develop strong partnerships with companies helping them plan, coordinate and execute successful and engaging fundraising efforts through financial pledging, special event planning and support, and corporate giving.

QUALIFICATIONS:

- Required associates and/or bachelor's degree in business management, communications/marketing, human services, social services, nonprofit project management or related field preferred.
- Minimum of three (3) years in positions with progressively increasing responsibilities related to sales, resource development and/or marketing and communication, and strong leadership skills with volunteers.
- Excellent computer skills including Microsoft Excel, and Outlook.
- Ability to assist with social media and marketing including e-newsletters, flyers, and outreach promotional materials.
- Capable of multitasking in a dynamic, fast-paced office environment.
- Excellent verbal communication skills with excellent diligence and organization.
- Ability to solicit in-kind contributions, donations, and sponsorships.
- Must have initiative-taking, cheerful outlook, and ability to problem solve, address details, and work in a growth-oriented environment.

PERFORMANCE REQUIREMENTS:

- Work closely with the Resource Development Director, Executive Director, board members, staff, and other stakeholders to successfully execute and increase awareness of CAUW (Columbus Area United Way) in Boone, Colfax, Nance, and Platte counties.
- Expand and deepen corporate engagements and giving levels including execution of special donor engagement projects through effective relationship management.
- Maintain the integrity, accuracy, and confidentiality of donor information in database management with quality data input.
- Steward the donor experience and recruit future donors.
- Support and set goals, develop timetables, and work plans for campaign volunteers.
- Track revenue generation, and maintain accurate records, reports, and materials including analyzing past giving trends and tracking current Community Campaign progress.
- Conduct presentations and campaign meetings when needed assists in development of positive community relations in four county service regions.
- Lead and/or assist in special fundraising events such as Duck Race and Penny campaign.
- Assist with campaign administrative elements not limited to; mailings, updating donor listserv, donation receipts, campaign calendar, development of campaign marketing material and distribution.
- Assist / lead effective recruiting, training, and management of volunteers to support resource development activities.
- Assist with campaign event coordination – for example Tour of Agencies, Pacesetter Kick-off, Campaign Launch,

Report Meetings and Annual meeting.

- Maintain and update Donation Tracker to ensure expert listserv for donors, businesses, board, agencies, partners, and volunteers.
- Solicit, execute, manage, and correspond with iPLEDGE members.
- Help increase awareness of CAUW in Boone, Colfax, Nance, and Platte counties.

Other

- Perform other duties as assigned.

Staff Signature: _____ Date: _____

Supervisor Signature: _____ Date _____