

United Way of Roanoke Valley

Job Title: Development & Engagement Specialist
Department: Resource Development
Reports to: VP, Resource Development
Status: Exempt
Date: November 2021

Organization: The mission of United Way of Roanoke Valley is to improve lives by mobilizing the caring power of people in our community. By leading important initiatives and making strategic investments in health and human service partners, we work toward our goal of positively and sustainably changing community conditions.

Please visit www.uwr.org to learn more.

Summary: Provides donor focused, relationship development and management leadership for an assigned portfolio of corporate workplace campaigns and sponsors. The Development & Engagement Specialist (DES) is a results driven, strategic thinker and must demonstrate a commitment to providing an exceptional donor experience; and, the ability to interact with others in a positive, consultative manner. The DES must set, pursue and attain achievable resource development goals.

The DES must believe and exemplify United Way of Roanoke Valley's mission, vision and values including exhibiting confidentiality when working with sensitive and personal information, and a sensitivity and respect for cultural diversity.

Commitment to equity, diversity & inclusion

We take the broadest possible view of diversity.

We value the visible and invisible qualities that make you who you are.

We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community.

We believe that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems.

We strive to include diversity, equity, and inclusion practices at the center of our daily work.

We commit to using these practices for our business and our communities.

Cultural Competence: The DES adapts a lens of cultural competency that conveys empathy, support, and an understanding of the people they work with both internally and externally, engage with, and the people they serve. This competency helps to build trust and effective engagement, build stronger relationships, expand our organization's reach, and more effectively and respectfully engage with people regardless of background.

Core Competencies are characteristics that all employees are expected to exhibit as a member of the UWRV team. For complete details that include attributes and behaviors please see the United Way Core Competencies Checklist in the shared Human Resources Network Folder. These include:

- **Mission Focused:** The top priority is creating real social change that leads to better lives and healthier communities.
- **Relationship Oriented:** Understands that people come before process and 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.

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- **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:** Understands his/her role in growing and protecting the reputation and results of the organization, and thus, the greater network.

Additionally, members of the UWRV team should exhibit the following competencies:

- **Effective Communication:** Skilled and passionate communicators who articulate our message in a way that inspires other to act in service to the organization and community; and, promotes and sells ideas persuasively, in order to shape the opinions of key stakeholders and promote and project a positive image of the organization.
- **Adaptability and Change Management:** champion and facilitate change to ensure long-term community sustainability by adapting successfully to changing needs while maintaining positive relationships with internal and external constituents.
- **Cross-Functional Capability and Collaboration:** Effectively works cross-functionally using a team-oriented mindset and approach to collaborate for results based on knowledge of current conditions and future trends both internally and externally.

Additionally, members of the Resource Development team should exhibit the following competencies:

- **Effective Fundraising:** Donor focused and results-driven, with a relentless focus on gaining financial resources to support United Way's mission and community impact strategic objectives.
- **Strategic Relationship Management:** Develops and maintains strategic relationships that generate the financial resources necessary to support the mission by building trust and donor commitment to UWRV.
- **Entrepreneurial and Innovative:** Creatively seeks new opportunities to generate revenue and other resources that add greater value to the organization and the community through understanding and contributing to the product development process by assessing donor's interest and conveying them accurately to the cross-functional team.
- **Business Development and Sales:** Plans, implements and evaluates business development and sales efforts, utilizing multiple methods and various sources of information to identify and approach prospective donors while maintaining positive relationships with existing donors.
- **Volunteer Management:** Works to build organizational capacity through volunteer collaboration and develops high-impact, meaningful volunteer opportunities that increase revenue, impact, outcomes and influence.

Key Accountabilities include the following:

1. To generate revenue and other required resources by taking a consultative approach to current and potential partners in support of UWRV community impact goals.
2. To cultivate sustainable relationships with current and prospective donors that lead to mutually beneficial outcomes in support of the UWRV mission.
3. To communicate, promote and advocate the importance of community involvement, partnership and investment with UW through education, collaboration and fundraising.
4. To honor the donor's intentions and ensure that UWRV meets agreed upon expectations.
5. To gain market intelligence and develop corresponding strategies that lead to increased market and company penetration and improved forecasting accuracy.

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6. To assist with planning, coordinating, and executing revenue-generating events and opportunities that engage donors, sponsors, affinity groups, volunteers, board members, staff and other UWRV stakeholders.
7. To generate content highlighting donors, sponsors, and affinity groups for UWRV social media accounts and website to support RD efforts.
8. To attract and maintain a diverse donor base (ethnic, socioeconomic, geographic, age, etc.)

Essential Duties and Responsibilities include the following:

Portfolio Management

- Manage workplace campaigns for portfolio of assigned accounts to maintain and grow resources generated through strong relationships with key company contacts
- Identify Corporate Social Responsibility Goals for assigned accounts and be able to articulate to the company alignment with UWRV Initiatives and community impact goals
- Responsible and accountable for problem solving and decision making with partners to reach target results.
- Identify and analyze market and community indicators to assist in goal setting and campaign outcome prediction
- Utilize Customer Relationship Management Database (CRM) effectively by maintaining current information for assigned portfolio including but not limited to company address, leadership and contact information of key company contacts, number of employees, communications, campaign notes, etc.
- Identify and work with team members as appropriate to secure sponsorships, non-cash donations, etc. in support of the organizational needs
- Assist in highlighting through various communication channels the impact assigned companies are having in the community in support of our mission.
- Provide the “ideal experience” for corporate investors by promptly handling inquiries, valuing donor gifts regardless of the size and regularly communicating about UWRV investments and the community impact those investments are making.

New Business Development

- Attend and proactively engage at community events/meetings that offer networking opportunities where new business leads can be generated
- Assist with monitoring various sources to identify new businesses connections and opportunities
- Assist with small business outreach and development

Year Round Engagement

- Identify, develop, and coordinate year round engagement opportunities for corporate sponsors, donors, affinity groups, and volunteers, i.e. sponsorships, community conversations, events, etc.
- Oversee an affinity group
- Engage with companies, donors, and community supporters through social media platforms, as well as written and in-person communications
- Assist with mailings
- Works with other UWRV departments to provide information for newsletters, annuals reports, grants, presentations, website, media requests, etc.

General

- Maintain a current understanding of and be able to articulate to investors and the community at

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large, UWRV's community impact model, focus area initiatives and results.

- Participate in internal and external committees to gain and keep current such understanding
- Ensure the UWRV brand experience is consistent and exceptional.
- Participate in community and civic activities or organizations to increase public awareness of UWRV
- Cross-functionally work with the other teams to communicate consistently with constituents through various media the work of UWRV
- Conduct operations effectively and efficiently and promote a cooperative spirit within the UWRV organization.
- The ability to engage, build, and grow relationships with diverse donors.

Other duties as assigned.

Supervisory Responsibilities: May be required to supervise volunteers periodically.

Education and/or Experience: Bachelor's degree and/or 3 years of progressively responsible experience in the field of account management, fundraising, sales, or related field.

Knowledge of Account Management, Customer Service, Community Relations and/or Sales and Marketing, Project Management, Volunteer Management, and Event Planning.

Language Skills: Ability to read, analyze and interpret business periodicals, news articles and professional publications. Ability to write reports and business correspondence. Ability to present information to and respond to questions from groups of diverse organizational employees, managers, and senior level high profile decision makers.

Computer and Analytic Skills: Requires advanced knowledge of MS office software and data base programs. Data analysis, forecasting and strategic planning skills are preferred.

Licenses: Valid Virginia Driver's License

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.

While performing the duties of this job, the employee is regularly required to sit, talk and/or hear. The employee is frequently required to use finger and hand motion and occasionally required to stand walk and reach with hands and arms. The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee works in a normal office environment under moderate heat and noise levels with extensive in-the-field activities within the UWRV service area. Local travel is necessary with this position, and some evening and weekend work is required.

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Statements in this Position Description are intended to describe the general nature of the work being performed. They are not intended to be a complete list of all responsibilities, duties and skills required for the position. UWRV offers excellent benefits, a great work environment and is an equal opportunity employer.