



United Way of the Battle Creek and Kalamazoo Region Job Posting

The United Way of the Battle Creek and Kalamazoo Region has the following position available:

VICE PRESIDENT OF DEVELOPMENT AND COMMUNICATIONS

Are you passionate about making a difference in the lives of those who reside in our communities?

The United Way of the Battle Creek and Kalamazoo Region (UWBCKR) partners across all sectors year-round to achieve measurable progress towards specific community level goals in Education, Income, Health and Basic Needs. Our organization stands in the top five percent of United Way organizations nation-wide in overall resource development results. This past year over \$10M was raised locally and our engagement of more than 4,000 volunteers helps fuel the ongoing movement to *change the story* in communities throughout our region...one life at a time.

Position Summary: The Vice President of Development and Communications serves as a member of the Senior Leadership Team and as the primary donor relationship manager for the organization. This position reports directly to the President and provides direct supervision to the members of the Resource Development (RD) and Marketing & Communications (M&C) Teams. The VP is responsible for identifying, shaping, and implementing comprehensive resource development strategies for UWBCKR. This will require knowledge of customer and donor relationship practices; communicating organizational community impact objectives to donors and donor prospects; clear understanding of marketing and messaging strategies; and, working collaboratively with all staff and volunteers. The VP will develop an external presence within the business and nonprofit community, and is responsible for developing a team (both paid staff and volunteers) to support financial development and personal relationship objectives in order to grow the financial resources for UWBCKR. The VP is responsible for overall market analysis, trend analysis, and strategy development and implementation. The VP is the staff leader for RD and M&C and provides primary staff support to the annual Campaign Chair and Campaign Cabinet.

Essential Job Duties and Responsibilities:

- Develops a culture that rewards best practices in fundraising including the development and implementation of plans to build a donor pipeline that grows the financial capacity of UWBCKR to achieve its mission and vision.
- Works with the President to formulate development goals to increase overall financial support.
- Builds meaningful relationships with community members, volunteers, and staff to collaborate on work that will have a positive impact.
- Develops, maintains and prepares campaign volunteers, including but not limited to Board and council members, employee campaign coordinators, agency representatives and loaned executives, to take a significant role in the growth of the annual campaign.

- Directs staff and volunteers to identify and solicit new individual and corporate donors, records and maintain donor records, and analyzes donor data to improve campaigns and collections.
- Advances organizational and staff development with leadership giving and manages segmentation marketing to ensure the future of the organization's campaign efforts.
- Collaborates with Finance, Marketing and Communications, and Community Impact and Engagement staff and volunteers to increase overall giving to further its vision and goals.
- Collaborates with the rest of the M&C Team in preparation of materials for use in the annual campaign and other requests for funding; implementing donor engagement and recognition events; appropriately recognizing financial support by companies and donors; ongoing communications to donors and prospects on the impact and value of UWBCKR.
- Works with Community Impact to develop sources of revenue for specific products and/or initiatives.
- Works with Finance to assure the accuracy of database information, pledge recording and processing, and that relevant billing notices are accurate and timely.
- Supervises and leads the Resource Development work of the organization, which includes developing strategy and direction of the annual campaign
- Stays abreast of resource development trends, giving patterns and best practices; is the subject matter expert for the organization and guides the RD Team and UWBCKR in implementing best practices as appropriate for this community, its needs and our donors.
- Manages a portfolio of significant accounts and provides exceptional customer service and support.
- Assists UWBCKR senior management to cultivate relationships with CEOs, C-suite staff, and other community leaders in order to involve these individuals in key volunteer positions within the organization.
- Manages and coaches RD staff including goal setting, performance planning and review, and professional development of staff.
- Represents UWBCKR as a credible and passionate community leader at local, regional, state, and national meetings.
- Directs multiple strategic marketing projects toward completion on time, on strategy and within budget.
- Plans and executes the organization's digital marketing strategy, integrating web, email, and social media presence. Negotiate and facilitate specifications with vendors as needed.
- Determines ways to creatively localize and regionalize a national brand strategy.
- Works collaboratively with lead IT staff for successful implementation of Digital Services project.
- Assists with the review/approval process for all outward-facing materials.
- Works with colleagues of varying communication and work styles.
- Proactively communicates to ensure strong relationships and strong work products.
- Implements systems of organization to track progress on multiple projects at once.
- Works collaboratively to seek and incorporate feedback from UWBCKR staff members and Board members as needed.

Minimum Qualifications:

- Bachelor's degree required; graduate degree preferred.
- Seven years or more successful experience preferably in sales/fundraising/marketing and communications, with demonstrable progression in levels of responsibility and achievement.
- Demonstrated ability to analyze, interpret and prepare data for internal and external use.
- Personal integrity that aligns with our core values, internal culture, our key customers, and the United Way network.

Preferred Qualifications:

- Demonstrated success in leading and developing fundraising initiatives (or comparable activities within the corporate sector) preferably in a human service setting.
- Demonstrated success working and building effective, collaborative internal and external relationships to advance organizational outcomes.
- Experience with customer relations systems for tracking, reporting, acknowledgement, supply chain fulfillment
- Superior verbal and written communication skills; an effective listener and presenter.
- High energy, results oriented
- Exceptional interpersonal skills and ability to influence and persuade key stakeholders
- Strong executive presence; professional with personal confidence and maturity

Candidates should apply with cover letter and resume to Rhonda Stull by February 19, 2018, via Email to:

rstull@uwbckr.org

This position is available as a result of an upcoming retirement of a highly-valued, 10-year member of our Leadership Team.

United Way of the Battle Creek and Kalamazoo Region is an Equal Opportunity Employer and is committed to the principles of equity, diversity, and inclusion.