

## United Way of West Florida Position Description

<b>Latest Revision Date:</b>	July 2023
<b>Position/Title:</b>	Individual Giving Donor Relationship Manager
<b>Reports to:</b>	<i>Director of Development</i>
<b>Exempt/Non-exempt:</b>	Exempt
<b>Annual Salary:</b>	\$41,500

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### **General Description:**

The Individual Giving Donor Relationship Manager (Donor Relationship Manager) is a key member of the Development Team and works to achieve annual revenue and engagement goals through year-round partnerships with individuals to improve donor retention, acquisition, and growth. Working with senior leadership, the Donor Relationship Manager will help implement a fundraising plan. The Donor Relationship Manager will collaborate with colleagues, donors, and volunteers to inspire people to financially support United Way of West Florida's work.

### **Essential Functions:**

- Effectively communicate the UWWF message to donors by having a keen understanding of UWWF's organizational mission, goals, community impact strategies, and community needs.
- Positively represent UWWF at networking activities, events, partner agency events and other outside activities that contribute to relationship building and visibility.
- Identify, qualify, cultivate, and solicit leadership gifts (\$1,000+ donors).
- Develop and propose strategies for solicitation of major gifts.
- Develop increasing levels of involvement and support among donors and prospects through regular correspondence and contacts in person, by phone, mail.
- Meet key monthly performance objectives with assigned prospects/donors each month.
- Assist the development team with leadership giving programs at selected major campaign accounts including the development of leadership strategies, communication plans, and materials.
- Develop and maintain a targeted, segmented list of donors, prospects, and donor referral sources, including foundations.
- Research and implement a planned giving program.
- Research, identify chair and implement Leadership Giving Society, Emerging Leaders Society, and Women United
- Develops meaningful ways to engage affinity group members throughout the year including personal visits, executing unique events and volunteer opportunities to connect donors to our work in Escambia and Santa Rosa Counties.
- Create stewardship and recognition opportunities including thanking donors and a Leadership Registry.
- Maintain accurate data in CRM database

### **Educational Requirements:**

- Associates degree preferred
- Minimum of 3 years of proven success in fundraising, events, sales, communications, volunteer management, or office management

**Experience and Skills:**

- Public speaking and strong presentation skills
- Fundraising
- Strong written communication skills
- Ability to build strong relationships with donors and volunteers
- Ability to manage and prioritize multiple tasks
- Strong customer service skills
- Outgoing personality with the capacity to motivate and inspire others
- Self-motivated
- Proficient in Microsoft Office
- Working knowledge of CRM's and/or database management experience
- Strong analytical skills
- Team player
- Must have reliable transportation
- Ability to work atypical and extended hours during the week

**United Way Core Competencies:**

- **Mission-Focused:** Catalyze others' commitment to mission to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivations.
- **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.
- **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:** Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

**Physical Demands:**

- Ability to communicate well, orally and in writing
- Regular use of the telephone and email for communication is essential
- Sitting for extended periods is common but is not always the case
- Must be able to travel offsite (about 25%) to represent the organization (e.g., give fundraising presentations, and attend meetings)
- Must have good manual dexterity to use common office equipment, such as computers and copier.