

United Way of West Florida Position Description

Position/Title: Director of Philanthropy

Reports to CEO

Pay Grade: Salaried

Exempt/Non-Exempt: Exempt

Pay Rate: \$68,000 Annually

General Description:

The Director of Philanthropy is responsible for providing strategic leadership, management, and execution of all fundraising activities for the United Way of West Florida, existing and new. As part of UWWF's leadership team, the Director of Philanthropy maximizes donor engagement, community impact, and organizational visibility to further the mission of United Way West Florida (UWWF)..

Essential Functions:

Strategic Fundraising & Leadership

- Oversee all fundraising efforts, including but not limited to, individual donors, donor networks, corporate engagement, workplace campaigns, grants, sponsorships, and special events
- Establish and monitor strategies and goals for each fundraising stream, measuring progress through the year
- Lead segmentation, cultivation, and stewardship of donors to drive sustainable growth
- Collaborate with the Marketing department to ensure integration of communications to support fundraising
- Serve as a senior leader and ambassador for UWWF with key community stakeholders, partners, and donors
- Collaborate with CEO, board, and leadership team on fundraising strategies and priorities
- Conduct United Way presentations within the community, including at workplace campaigns
- Oversee data management, account performance tracking, and fundraising results reporting
- Serve as the liaison between the Board Development Chair and UWWF staff
- Serve as lead staff liaison to the Development Advisory Council
- Work with the Development Team to recruit, train, supervise and manage development volunteers
- Establish and implement best practices to encourage strong donor growth and engagement, utilizing the United Way network as a resource
- Develop departmental budget

Staff Management and Mentorship

- Recruit, train, and supervise Development Team members.
- Provide coaching, management, and professional development to Development staff
- Foster a culture of accountability, collaboration, and results with the Development team
- Provide fundraising leadership to the Development team and UWWF staff
- Oversee the cultivation and relationships managed by the development team, ensuring they are following the Donor Engagement Playbook

Additional Responsibilities:

- Represent UWWF in the community, including at partner agency and networking events, to build relationships and increase visibility.
- Cultivate volunteer and donor connections that drive community engagement and financial support.
- Assist with UWWF events as needed, such as, but not limited to, Day of Caring, Stuff the Bus, and the annual celebration.
- Other duties as assigned

Educational and Experience:

- Bachelor's degree required
- 3-5 years of proven success in fundraising.
- Marketing, and/or public relations experience is helpful
- Two years of experience in a supervisory role
- Experience collaborating with volunteers.
- Demonstrated ability to effectively interact with all levels of donors, including high net-worth individuals
- Extensive experience in public speaking
- Experience with CRM software

Skills:

- Excellent oral, written, and interpersonal skills
- Excellent relationship-building skills
- Proven ability to manage and prioritize multiple tasks to meet deadlines without compromising quality
- Effective prioritization, organization, and follow-through
- Personal belief in, and passion for, United Way's mission, goals, and objectives
- Skilled at motivating staff to meet goals
- Commitment to learning and professional development
- Self-motivated
- Strong team player with ability to work collaboratively
- Perseverance
- Optimism and positive attitude
- Detail oriented
- Proficiency in Microsoft Office products
- Conflict resolution skills

Physical Demands:

- Frequent communication via phone, email, and in-person interaction.
- Ability to sit at a workstation for extended periods (4-6 hours).
- Ability to work 40+ hours a week to fulfill the responsibilities of the role.
- Must have reliable transportation and be able to travel throughout the organization's service area
- Must have good manual dexterity to use common office equipment (i.e., computers and copiers).
- Lift 15-20 lbs.

United Way Core Competencies:

- Mission-Focused: Catalyze others' commitment to the mission to create social change that leads to better lives and healthier communities. This drives their performance and professional motivation.

- 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.

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