

## **United Way of West Florida Position Description**

**Position/Title:** VP of Philanthropy and Communications

**Reports to:** CEO

**Pay Grade:** Salaried

**Exempt/Non-Exempt:** Exempt

**Pay Rate:** 75,000 annually

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### **General Description:**

As a member of the United Way of West Florida's (UWWF) leadership team, the Vice President of Philanthropy and Communications is responsible for raising the financial resources needed for the organization to achieve its mission; and for providing leadership and direction to the organization's communications, marketing strategy, and brand management to support fundraising, internal programs, and to further the mission of the organization. The position manages the Development and Marketing Teams.

The VP of Philanthropy and Communications works closely with the President/CEO and Board of Directors to create and adapt strategies to achieve increased community impact through financial resources, communications, and marketing. The VP of Philanthropy and Communications works with their teams to ensure the success of fundraising events.

### **Essential Functions:**

- Provide leadership to, and evaluation of, the development and marketing staff, and marketing interns.
- Oversee the preparation, implementation, and follow-up of all fundraising activities
- Conduct strategic planning and follow best practices to grow fundraising, both the amount of money and the number of donors.
- Conduct presentations.
- Oversee data management and account performance tracking and fundraising results reporting.
- Analyze fundraising results to successfully identify challenges and opportunities to ensure the attainment of annual fundraising goals.
- Increase fundraising results over previous years in line with budgeted goals.
- Work with the Development Team to recruit, train, supervise and evaluate the Ambassadors and the Development Advisory Council.
- Work with the Development Team to implement the annual Workplace Campaign.
- Oversee and ensure adequate research of corporate prospects.
- Work with Donor Manager to establish and implement a strategy to grow individual donors.
- Oversee the successful planning and implementation of fundraising related events, meetings, and initiatives.
- Act as liaison between the Board Development Chair and United Way staff.
- Establish and continuously improve relationships with company coordinators, board members, and volunteers.
- Maintain a targeted, segmented list of donors, prospects, and donor referral sources, including corporate and foundation giving.
- Retain current annual sponsors and identify and acquire new sponsors.
- Establish goals for growth of donor networks and fundraising events.
- Ensure the development team meets fundraising goals.
- Develop and implement a strategic marketing plan to communicate the organization's mission to engage donors, volunteers, and the community.
- Create communications goals and plans to increase volunteer and donor engagement.
- Write and distribute press releases.

- Establish and maintain effective working relationships with news outlets and news media, key civic and business organizations and provide information and communication tools as needed to officials at city, county, state, and federal levels.
- Work in partnership with UWWF staff to develop and execute events to increase awareness of UWWF.
- Conduct research and seek to understand factors that motivate involvement with UWWF.
- Create and leverage strategic partnerships with outside organizations to deliver maximum marketing value to UWWF.
- Approve internal and external media or marketing to ensure compliance with brand guidelines.
- Coordinate and approve vendor registration with United Way Worldwide to ensure compliance with licensing.
- Work with the Senior Marketing Manager on the design and production of marketing materials.
- Work with the Senior Marketing Manager to ensure that website and social media pages are updated regularly.
- Ensure all sponsors are recognized as required by sponsorship agreements.
- Coordinate emergency preparedness and crisis response communications.
- Maintain community visibility of CEO, other professional and volunteer leadership, and key volunteers.
- Participate in key trainings, including but not limited to, Ambassador, Development Advisory Council, Community Investment and Board.
- Develop and manage departmental budget.
- 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 required
- Two years of experience in a supervisory role
- Experience working with volunteers.
- Extensive experience in public speaking.
- Experience with CRM software.
- Experience working in a fast-paced environment
- Proven ability to develop and implement marketing and communications plans that achieve specific and measurable results.
- Experience with graphic design preferred
- Strong computer skills and proficiency in MS Office Suite.

**Skills:**

- Effective communicator with excellent written and oral skills.
- Solid 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.
- Ability to work with diverse populations and organizations.
- Strategic and analytical thinker
- Commitment to learning and professional development.
- Self-motivated.
- Strong team player with ability to work collaboratively.
- Perseverance.
- Optimism and positive attitude
- Detail oriented.
- Proficient in Microsoft Office products.

- Conflict resolution skills.
- Must have a current driver's license

**United Way Core Competencies:**

- Mission-Focused
- Relationship-Oriented
- Collaborator
- Results-Driven
- Brand Steward

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