

POSITION: Senior Director of Resource Development & External Affairs

REPORTS TO: Chief Executive Officer

POSITION DESCRIPTION

The Senior Director (director) provides leadership, strategic vision, and direction in the areas of resource development, communications, and volunteer engagement. S/he, in partnership with the CEO, Board and staff, will have the opportunity to strengthen United Way of Waco-McLennan County's (UWWMC) fundraising culture and results, brand awareness, and value proposition.

ESSENTIAL SKILLS & QUALITIES

UWWMC is seeking a senior professional who will lead both the art and the science of fundraising and the integration of effective communication to inspire giving. The ideal candidate is a results-driven, donor-focused leader and fundraiser with an understanding of the local community, the business environment and the United Way network. S/he has a comprehensive focus on gaining the unrestricted resources needed to support our mission and strategic objectives. The director is a relationship builder who is adept at building and maintaining positive and productive relationships with both internal and external stakeholders. S/he is an effective communicator and can lead efforts to articulate UWWMC's vision, mission, and values in a way that inspires higher levels of trust and giving.

KEY RELATIONSHIPS

S/he leads the resource development and communications staff, and works collaboratively with the CEO, the Senior Director of Impact (Director), and the Director of Accounting and Administration. S/he is the primary liaison to the Board Chair of the Resource Development Committee, Women United and the Campaign Advisory Board.

KEY RESPONSIBILITIES

Resource Development-Ongoing Responsibilities

The director will be responsible for increasing revenue from workplace campaigns, individual and major gifts, affinity group fundraising, and identifying and securing corporate grants.

- Develop and oversee the analysis and growth strategy for UWWMC's annual workplace campaign by consistently nurturing existing relationships and identifying opportunities to cultivate new relationships
- Analyze opportunities and build development plans for additional revenue streams
- Lead Women United and possibly other affinity groups, with a consistent focus on nurturing and growing memberships and engagement as brand ambassadors, advocates and fundraisers
- With the Board Chair of Resource Development and development staff, populate and guide the annual work of the Campaign Cabinet
- With the Board Chair of Resource Development, lead the work of the Campaign Advisory Board

In the first year, s/he will work closely with the CEO, the staff, and the Board and key stakeholders to significantly increase fundraising results by focusing on:

- Expanding current and growing new corporate workplace campaigns

- Developing a specific strategy for additional revenue streams to supplement and grow annual revenue results (i.e. additional affinity groups, corporate and foundation grants and Special Impact Funds)
- In collaboration with the Board Chair of Resource Development, key Board Leaders and the CEO, establishing the strategy and framework for what will be a Campaign Advisory Board

Communications-Ongoing Responsibilities

- Lead the development of all UWWMC marketing materials, social media, web site, and quarterly e-newsletter
- Proactively seek opportunities to increase awareness for the UWWMC through a variety of communication methodologies including, but not limited to, speaking engagements and print and broadcast media
- Continuously focus on enhancing the UWWMC external messaging
- Conduct annual Communication Training for Staff and Volunteers

In the first year, s/he will work closely with the CEO, the Director of Impact, and the Board and key stakeholders to develop UWWMC's Comprehensive Communication Strategy & Plan.

Volunteer Engagement-Ongoing Responsibilities

In this first year, the director will work collaboratively with the internal team to design and implement compelling annual volunteer opportunities that align with UWWMC's strategic plan.

- Assess UWWMC's capacity for increased local volunteer engagement opportunities
- Maximize UWWMC's Volunteer Portal-Get Connected
- Assess the key opportunities provided by United Way Worldwide's resources associated with volunteerism to advise the staff and Board on the appropriate opportunities for UWWMC
- Collaboratively define the scope and responsibility for UWWMC's on-going volunteer engagement

SUPERVISION

The director will supervise 1-2 Resource Development & Communication Staff.

BASIC QUALIFICATIONS & EXPERIENCE

- 5 years as senior fundraising staff member or senior staff in a related field such as Public Relations, Communications, Community Relations, Account Development, Sales & Marketing
- Must have experience planning for and working externally to build relationships, with a high preference for work at the C-suite level
- Must possess knowledge and ability to use analytics to map relationships, report results, and define targets
- Budget accountability (top & bottom-line)
- Advanced presentation, analytical, and strategic planning skills

EDUCATION

- Bachelor's Degree

Salary Commensurate with UWWMC's standards & experience

OUR MISSION: United Way of Waco-McLennan County strengthens the community by mobilizing resources to measurably improve lives.

UNITED WAY CORE COMPETENCIES FOR ALL STAFF

- **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.

UWWMC is an equal opportunity employer and encourages candidates who reflect the rich diversity of our community to apply for open positions.

UWWMC's Statement of Equity, Inclusion & Impact

As funder and community partner, the UWWMC Board of Directors believes diversity of leadership is essential to our organization's ability to address the most critical needs faced by our community-

UWWMC actively works toward ensuring its board, staff, and key volunteers are reflective of the communities it serves, assuring diversity of race, gender, age and ability. Additionally, UWWMC values the unique voices of all its partners ensuring inclusivity of all thoughts, experiences and perspectives.

UWWMC is dedicated to actively engaging in opportunities to increase its understanding and impact in the areas of equity, inclusion, and diversity, annually committing to internal data gathering and assessment to assure we are meeting our goals for diversity, equity and inclusion.

The UWWMC Board is committed to investing in equity by assuring that the highest concentration of resources are directed to areas of greatest need and address challenges in communities with significant inequities.

HOW TO APPLY:

Qualified candidates should email a resume and a cover letter to:

Karenbrown@unitedwaywaco.org Please list the subject line as: Senior Director

- **Applications that do not meet the Basic Qualifications & Experience will not be considered**
- **Resumes that do not include a Cover Letter will not be considered.**