

## **United Way of Sarasota County, Inc.**

### **Position Description**

<b>Position Title:</b>	Director of Leadership Giving
<b>Position Classification:</b>	Full-time Employee; Exempt Position
<b>Reports To:</b>	President & Senior Vice President
<b>Salary Range:</b>	\$42K-\$59K
<b>Responsibilities:</b>	Works with United Way team to effectively plan and execute out of the workplace campaigns. Demonstrate United Way's commitment to excellent customer service by facilitating communication and relationship building with individual donors and residential community campaigns

#### **Focus: Individual annual gifts**

Implement cultivation, retention, and recognition strategies for individuals out of the workplace giving annually to United Way.

Generate new and expanded donor-base within the target market.

Implement targeted residential community campaigns, to include fund-raising, educational presentations, recognition and volunteer engagement opportunities.

Make one-on-one cultivation contacts with key donors and prospects including United Way's Loyal Contributors.

Manage Direct Mail process for individual gifts and prospect mailings.

Support the work in cultivating major donor relationships.

Develop and manage annual business plan, including measurable objectives, strategies, and corresponding budget responsibilities.

Manage the gathering and use of information on targeted donors and prospects to maintain up-to-date donor records and opportunity reports.

Build donor relationships to ensure sustainability and on-going donor satisfaction

Provide staff support to assigned volunteers, committees and special functions

Work closely with other staff team members, lead volunteers, current donors and community partners to achieve annual objectives and long-range goals.

Effectively represent United Way mission, values, and goals to donors and prospects.

Perform other duties as assigned to reach overall objectives and goals of the organization

### **Qualifications**

Bachelor Degree and minimum of 3 years of progressively responsible experience in the field of account management, fundraising, sales, or related field.

Knowledge of Account Management, Customer Service, Community Relations and/or Sales and Marketing, Project Management, and Volunteer Management.

Out-going personality and professional demeanor including excellent active listening, interpersonal, persuasion, and presentation skills required.

Ability to prioritize, organize and manage multiple projects in a timely manner

Excellent written and verbal communication skills and proficiency in Microsoft Office

Experience in sales, appointment setting, networking, and customer relations management

Team player with personal integrity, professionalism, persistency and goal driven personality

Access to personal vehicle