



Director of Workplace Campaigns

Job Title: Director of Workplace Campaigns, United Way of Greater Topeka (UWGT)

Reports to: Vice President of Resource Development

Job Level/Status: Exempt

Job Objective: To provide strong, innovative leadership for UWGT with a focus on planning, developing, and carrying out successful annual workplace campaigns to generate revenue for investment into the community through UWGT impact models and basic needs. Ensure the ongoing viability of UWGT's vision and mission by developing strong relationships with all constituencies.

UWGT Vision: Connected individuals and families maximizing their potential.

UWGT Mission: To achieve positive sustainable change through education, financial stability and health for everyone in our community.

UWGT Constituencies: includes donors, community impact partners, volunteers, staff, funding entities, governmental agencies, community / civic organizations, businesses, AFL/CIO, nonprofit organizations, professional associations, etc.

Job Responsibilities -- the successful candidate for Director of Workplace Campaigns will ensure the ongoing realization of UWGT's vision and mission (above) by:

- Corporate Account Management and Planning
 - Plan, create, and execute key donor relation strategies and efforts in collaboration with the resource development and community impact teams, in support of workplace campaigns.
 - Specifically manage and tactically build the organization's capacity to diversify and expand its workplace campaign with current and new accounts.
 - Build relationships across functions/levels within companies including but not limited to executives, midlevel management, foundation, Human Resources, Marketing and Communications.
 - Support the expansion and integration of affinity markets (Women United, Young Leaders Society, Retirees, etc.) into workplace campaign to increase revenue sources.
 - Provide an extremely positive and high-energy approach and be flexible to an ever-changing work environment.

- Implement the “case for giving” (money, time and voice) based on target audience interests, supporting facts, data and perspective.
- Facilitate and integrate change management strategies and practices, as necessary, to meet donor engagement strategies with support from the VP for Resource Development.
- Lead and manage multiple special projects for workplace campaigns and improve donor satisfaction and loyalty; including updating and maintaining the donor database (Andar).
- Develop and implement strategic year-round engagement efforts with targeted companies to increase employee connection with United Way.
- Community Relations- Internal/External
 - Working externally is key in this role and in cultivating volunteers and donors to attain goals related to generating revenue for United Way. From January to June work presence is assumed to be 50% Internal/50% External. From July to December work presence is projected to be 33% Internal/67% External.
 - Through the workplace campaign and year-round cultivation processes, work with the VP of Resource Development to coordinate strategic networking contacts.
 - Develop strong working relationships with key internal and external partners: Administration, Communications/Marketing, Impact, volunteers, Board, funded & community partners.
 - Build and maintain strong relationships with the workplace donor community.
 - Develop and deliver effective and convincing messages to varying strategic audiences.
 - Communicate a compelling vision and sense of alignment of the core mission and values of United Way and personal mission. Work across departments to support and enhance the customer experience.
 - Be an advocate/ambassador to connect, educate, and inspire the community to LIVE UNITED.
 - Think proactively to continuously improve our work.
 - Diagnose challenges and decide what actions and changes need to happen to address those challenges, including attaining buy-in and support from other staff.
- Volunteer and Staff Management
 - All work must align with United Way’s mission, vision, and Board approved goals.
 - Provide training, guidance, coaching, and direction to Campaign Ambassadors, as well as other resource development and community impact staff related to workplace campaign.
 - Foster an environment that celebrates team success

Job Requirements: in addition to a proven track record successfully performing all or most of the responsibilities delineated above, the successful candidate for UWGT Director of Workplace Campaigns will possess:

- Education and/or Experience:
 - Bachelor's Degree; or a comparable combination of education and experience.
 - Preferred 3-5 years' experience in positions with progressively increasing responsibilities related to resource development, business, marketing, sales, or public relations.
 - Experience working with and supporting volunteers.
 - Experience using written and verbal skills.
- Fundraising:
 - Ability to evaluate campaign analytics to develop a strong campaign forecasting plan.
 - Experience with strategic networking for business goals.
 - Able and comfortable interacting with high wealth and diverse audiences to secure significant gifts according to their ability.
 - Proven skills in developing and implementing project plans, events, and programs.
 - Experience with fundraising mailings, database management, and Data Mining experience a plus.
- Customer Relations:
 - Strong interpersonal skills to initiate, build, and continuously strengthen a diverse workplace donor base within the United Way and the community.
 - Ability to recognize conflict and manage resolution implementing organization success measures.
 - High-energy individual who takes initiative with a positive outlook who manage ambiguity and change.
 - Strong communications skills to prepare clear and concise correspondence, speak articulately, and demonstrate proficient public speaking skills, to various size community groups.
 - Ability to think proactively, get ahead of the curve, take responsibility, problem solve with alternatives and a recommended solution.
 - Have the skill of diagnosing a situation and deciding what actions and changes need to happen including building consensus to get them done.
- Volunteer Management:
 - Strong understanding and displayed value in leveraging volunteers to support nonprofit work.
 - Successful volunteer management leadership experience preferred.
 - Experience in developing and implementing volunteer driven programs/activities.
 - Experience as a volunteer in a variety of roles—from direct service to board member-- with various organizations preferred.
- Writing and Project Management:

- Proven ability to manage and lead team and work successfully within a cross functional team environment
- High level of organization and prioritization skills with demonstrated ability to manage multiple projects with set deadlines/guidelines.
- Demonstrated technical and analytical skills.
- Proficient in Microsoft Office computer applications and data base management.
- Core Competencies: the successful candidate will possess most or all of the following key traits, as evidenced by recent, relevant accomplishments, assessment testing and/or testament of references:
 - Building Relationships: Demonstrated ability to develop collaborative relationships and build coalitions across diverse constituencies. Initiates, builds and continuously strengthens relationships with all constituents, internal and external, by constantly seeking, understanding, and responding to appropriate needs and wants.
 - Acts and Thinks Strategically: Ability to collaborate to ensure UWGT's plan of work and allocation of resources are aligned and deployed with UWGT's strategic direction. Continuously monitors interim and final results to measure progress, adjust tactics, and evaluate success, and set future goals.
 - Achieves Results: Takes initiative, maintains a persistently focused effort, remains goal and results oriented, and continues to improve; sets daily, weekly, monthly, quarterly, and annual project goals; creates specific plans to meet them. Demonstrates strong business judgment, analytical, organizational and planning skills.
 - Communicates Effectively: Communicates in an open, candid and consistent manner; delivers information effectively in a variety of settings including one-on-one, team settings, and diverse group presentations or meetings. Delivers information effectively in a variety of formats including letters, memos, analytical reports, grant proposals, and presentations.
 - Exhibits Decisiveness: Demonstrated ability to identify and diagnose problems effectively and efficiently, including the nature of the issue and its current or potential impact on relevant people, programs or processes. Able to take the initiative or risk required to make decisions; highly skilled at being decisive and can mentor or teach other about what it takes to be decisive.
 - Leadership: Provides leadership to achieve high quality, sustained results that create a consistently high performing organization; encourages co-operation and develops team spirit; optimizes the use of resources to achieve tem and organizational objectives; actively helps others improve their performance, provides constructive feedback and direction. Demonstrated motivation and team building skills.
 - Influence Management: Able to make a persuasive argument to influence an audience; develops and uses subtle strategies to influence others; works to make others feel ownership in one's own solutions; identifies key

decision-makers on issues of concern; develops and effectively uses networks, inside and outside of UWGT.

Physical Demands:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.
- While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; talk, and hear. The employee frequently is required to reach with hands and arms. The employee is frequently required to stand; walk; and occasionally required to stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 10 pounds
- High level of stress caused from tight deadlines and key monetary goals.
- Moderate level of physical activity during campaign season.
- Moderate level of mental and/or visual fatigue and/or eyestrain may result from looking at a computer screen for extended periods of time.
- May be asked to work outside of normal business hours
- Required to attend community events and activities related to United Way’s goals and activities.
- Travel is required.

Work Environment:

- United Way of Greater Topeka is an EEO/AA employer and does not discriminate on the basis of race, color, religion, sex, age, creed, national origin, veteran status, physical or mental disability and sexual orientation.

My signature below indicates I have read and understand this job description and the workplace competences.

Employee Signature **Date**

Supervisor Signature **Date**