

Director of Campaigns and Volunteers

Join Our Team! Career Opportunity

The Director of Campaigns and Volunteers is the donor relationship and volunteer champion at Butler County United Way. Responsible for the development of financial and volunteer resources throughout the year-round campaign, the establishment and maintenance of potential and existing donor relationships with the goal of increased annual fundraising to further our organization's mission and vision is crucial.

Primary duties include:

Core Competencies:

- **Mission-Focused:** Builds on the organization's commitment to the mission to create real social change that leads to better lives and healthier communities.
- **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:** Believes and supports the mission and vision of Butler County United Way and understands the importance of growing and protecting the reputation and results of the greater network.

General Position Summary and Major Responsibilities:

Workplace Campaign

- Develop, implement, lead, and measure strategically guided plans to sustain and increase revenue through workplace and corporate giving and/or workplace special events.
- Manage and nurture existing and potential workplace campaigns to develop stronger Butler County United Way relationships, commitment, and workplace campaign support from company leadership.
- Work with the CEO to arrange and conduct one-on-one meetings with key company leadership.
- Maintain consistent Workplace Campaign account contact and creatively explore and introduce additional Butler County United Way opportunities, as appropriate (i.e., volunteerism, sponsorships, etc.).
- Identify, recruit, and develop prospects for new business development on a year-round basis.

- Assist companies to achieve corporate social responsibility, community engagement, and campaign goals.
- Maintain accurate and timely projections of campaign through the organization's database software.
- Track results, analyze the progress of annual goals and metrics and make recommendations as needed.

Individual Donor Solicitation

- Along with the President/CEO, develop and implement an individual donor engagement plan to recruit, retain, and grow donors outside of the workplace campaign.
- Work with the President/CEO to conduct face-to-face meetings with current individual donors and prospects to determine their social and community passions as a way to expand Butler County United Way's influence and revenue.
- Lead volunteers and build strong, mutually beneficial relationships with key stakeholders that will eventually increase revenue and expand opportunities.
- Research, identify, and develop relationships with prospective accounts and achieve assigned percent of goal for new account development.
- Work with Marketing on direct mail strategies and mailings.

Cross Functional Duties

- Provide the CEO and Board of Trustees with bi-monthly board updates on campaign activities; provide data relevant to tracking fundraising progress and planning.
- Work with Marketing on developing marketing messages and campaign materials for effectively communicating the call to action through printed materials, website, media relations, social media, video, workplace campaign material, etc.
- Work with Community Impact to develop sources of revenue for specific products and/or initiatives.
- Work with Finance to assure the accuracy of data base information, pledge recording and processing, and that relevant billing notices are accurate and timely.
- Lead our Volunteer base to promote our "Building Block" volunteer events and "CommUnity Connect" volunteer portal engagement strategies in order to grow this organizational resource.

Qualifications:

- A bachelor's degree in business, communications, public relations, social science or related field is preferred.
- Minimum 3-5 years of professional fundraising experience is preferred.

- Demonstrated success in development function (managing and forging relationships with multiple donor sources).
- Tangible experience of having expanded and cultivated existing donor relationships over time.
- Strong verbal communication skills and the ability to interact at the executive level are key.
- Ability to work effectively under pressure to meet deadlines as well as work outside of core business hours, including weekend events, if necessary.
- Ability to fulfill responsibilities with minimal supervision.
- Experience working with diverse populations; knowledge of guidelines to successfully work in a culturally sensitive environment.
- Experience with community building and working in collaborative partnerships with other organizations, agencies, institutions, and entities.
- Strong organizational skills and ability to multi-task.
- Proficient with Microsoft Office applications.

Work Environment/Physical Demands: The physical and mental demands of this position are representative of those that must be met by an employee to successfully perform the essential job functions.

- While performing the duties of this job, employee is regularly required to use hands to finger, handle, feel objects, tools, or controls, and talk and hear.
- The employee frequently is required to sit and reach with hands and arms.
- The employee is occasionally required to stand, walk, stoop, kneel, crouch or crawl.
- The employee must occasionally lift and/or move up to 25 pounds.
- Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- This position includes extended viewing of a computer monitor to perform essential job functions.
- Work schedule may occasionally involve weekends and/or evenings as needed for special events, programs, etc.
- There are seasonal times where heavy workloads and deadlines may be pressing.