

Job Description Resource Development Manager

1. Job Identification

Job Title:	Resource Development Manager
Department:	Resource Development Department
Job Reports to:	Director, Resource Development
Category:	Permanent, Full-Time
Classification:	Manager
Creation Date:	May 2019
Revision Date:	

2. Job Purpose

Reporting to the Director Resource Development (DRD), the RD Manager (RDM) works on the annual campaign, developing and managing workplace relationships, events, sponsorship, business development and United Way initiatives as per campaign plans and strategies.

With guidance from the DRD, the RDM works closely with the CEO, volunteers and sponsored employees to

- support workplace campaigns, manage and develop workplace relationships
- support the annual campaign, initiatives and events
- provides updates and reports, troubleshooting as required to meet deadlines and goals

Working closely with the DRD, CEO and campaign team, the RDM

- develops sponsorship plans and secures sponsorships
- supports business development, securing new corporate and workplace support
- manages the sponsored employee program, coordinating the training schedule and logistics, managing, coaching sponsored employees as required.
- Manages campaign related events, ensuring that all details and logistics are completed within established timelines.

3. Job Responsibilities

Responsibilities	%
Workplace campaigns <ul style="list-style-type: none"> • Grows and develops relationships with workplaces, providing support to Employee Campaign Coordinators and canvassers to leverage potential and opportunity for growth • Manages the sponsored employee program 	50%
Events and Initiatives <ul style="list-style-type: none"> • Works closely with campaign team and volunteer committees on managing campaign related events 	25%

<ul style="list-style-type: none"> Manages various Initiatives, implementing strategies and plans, growing engagement in targeted areas 	
Sponsorship and Business Development <ul style="list-style-type: none"> Develops annual plans to retain existing sponsors and secure new sponsors Works closely with volunteer committee and staff on identifying and securing new corporate and workplace support 	15%
<ul style="list-style-type: none"> Other duties as may be assigned or may come up as part of organizational requirements 	10%

These statements reflect the general details considered necessary to describe the principle functions of the job as identified, and shall not be considered as a detailed description of all work requirements that may be inherent in the job.

4. **Job Qualifications**

<p>Education:</p> <ul style="list-style-type: none"> Graduate from a recognized university or college with diploma preferably in Business Administration, Fundraising or equivalent education and experience. <p>Experience:</p> <ul style="list-style-type: none"> Minimum of three years recent fundraising or related experience with fundraising or sales in a fast paced complex office setting, ideally with a non-profit agency or small business Experience managing employees and/or volunteers <p>Knowledge, Skills and Abilities:</p> <ul style="list-style-type: none"> Ability to multi task and prioritize conflicting demands within tight deadlines Ability to thrive in a fluid, ever-changing office environment Ability to work as part of a team Strong customer service skills, tact and discretion Excellent organizational and time management skills Pays attention to detail Possesses a positive attitude Demonstrated flexibility and comfort with change Must be able to plan and look ahead, anticipating timelines and deliverables; Advanced knowledge of MS Office Suite programs. Presentation skills are essential Experience delivering training and workshops is an asset Able to work independently as well as with supervision Excellent communications skills including presentation skills, training and written and verbal communications. Experience with account relationship management or donor relationship management Must possess a valid drivers' license and access to a vehicle Experience with database, customer relationship management software is an asset. Proficiency in French is an asset Willingness to work flexible hours, including evenings and weekends
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5. Core Competencies

These individual competencies represent the knowledge, abilities and behaviours that result in an individual's personal effectiveness and effective interactions with others. These were created by United Worldwide to provide local United Ways with the blueprint of competencies that individual candidates and staff members should possess to be recruited, developed and retained as United Way employees. While it is not a requirement to be an expert in all of these areas, it is expected that you have the ability to grow your knowledge in each of the areas and demonstrate the behaviours on a consistent basis.

Competency	Attributes & Behaviours
Mission-focused	Ability to link donor, volunteer, and advocates' aspiration to needs; Ability to catalyze others' commitment to mission; Strives vigorously to accomplish shared goals; Separates one's own interests from organizational interests in order to make the best possible judgments for the organization
Relationship-oriented	Understands what motivates individuals and organizations; Values diversity and inclusion; Effectively communicates; Treats others with respect and dignity; Actively listens to and facilitates diverse input and contributions
Collaborator	Seeks and shares knowledge of community; Takes collaborative approach to addressing issues; Focuses on shared goals; Mobilizes a broad range of sectors and resources
Results-driven	Has a searing focus on results and can effectively communicate goals and impact; Advocates for support of education, income, and health; Promotes innovation / willing to take risks; Develops relationships to drive resources and results; Has the necessary organizational skills to deliver on business model
Brand-steward	Acts with integrity and strong ethics to foster trust at all levels (personal, market, societal); Internalizes the meaning and commitment of United Way and consistently acts according to its value and purpose; Demonstrates the values of the network; is a good system-citizen; Is accountable and transparent with all stakeholders
Drives Revenue & Impact	Effective Fundraiser; Connects with People; Ambitious and Relentless; Interpersonal Communicator; Persuasion and Influence
Strategic Relationship Building	Creates Win/Win Relationships; Maximizes Lifetime Donor Value; Prospect Management; Effective Selling; Cultural Awareness; Networking
Effective & Engaging Communicator	Story Teller; Skilled Communicator; Strategic Communicator; Connects with Audience; Internal Collaborator

Embracing & Managing Change	Constructive Optimism; Manages Change; Demonstrates Resilience; Demonstrates Flexibility; Manages Ambiguity
Entrepreneurial & Innovative	Business Acumen; Risk Taking (calculated); Steward Donors; Takes Initiative; Effective Persuasion

6. Working Relationships

Most Frequent Contacts	Nature or Purpose of Contacts
CEO	Support, information, updates
DRD	Support, reporting, information
Volunteers	Manages, advising, training, communicating,
Donors	Customer Service
Vendors/supplier	Enquiries, negotiations, communicating

7. Decision-Making Authority

Setting priorities and balancing workload
Coordinating requests made by external sources to appropriate decision maker
Managing sponsored employees and volunteers during campaign
Supporting and providing information, guidance, coaching to workplace volunteers
Participating in campaign planning and execution

8. Other Information

The United Way works with community volunteers and is volunteer led. The role of the staff team, individually and collectively, is to support and manage volunteers, building long term relationships with partners, volunteers, donors and workplaces.
We are a small, flexible employee group that works in a team environment, with employees pitching in as required, based on the needs of the organization and with an agility that is inherent in the work we do.
We value exceptional customer service, teamwork, drive and initiative. Our staff are solution-focused, accountable and take responsibility for the key areas of focus, and are comfortable with change, recognizing that change is a constant in this environment.

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Classification:	Manager
Number of Incumbents:	1
Number of FTEs:	1

9. Working Conditions*

A. Physical Effort

<input checked="" type="checkbox"/>	Much of the time is spent in a comfortable position with frequent opportunity to move about. Infrequent need to move or lift articles.
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B. Physical Environment

<input checked="" type="checkbox"/>	Regular exposure to factors causing moderate discomfort. Slight possibility of accident or illness.
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C. Sensory Attention

☒	Frequent need to give close attention, with one or two senses at a time, to what is happening.
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D. Mental Stress

☒	Work and environment change very little over time. Pronounced pressure from deadlines, production quotas, accuracy or similar demands. Unpleasant social contacts and/or concern about unpleasant situations are probable.
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Examples of tasks related to job description: these are some tasks related to the position; other processes and tasks may be added as the position and processes evolve

- Workplace campaigns:**
- Participates and provides information and data for annual campaign analysis and planning meetings (MIDS and CAPS)
 - Provides input into campaign plans and strategies, goalsetting,
 - Provides updates for sector and workplace plans
 - Develops and implements plans to enhance and grow workplace campaigns, maximizing their potential
 - Develops relationships within designated workplaces, ensuring exceptional customer service and long term support of the United Way
 - Manages, supports and monitors specific workplaces, providing direct support to Employee Campaign Coordinators and canvassers and leveraging potential and opportunity for growth
 - Works with RD Associate -WG to monitor centrally coordinated campaigns, reporting and recognizing opportunities to develop for optimum success in future years,
 - Provides training to volunteers for workplace campaigns
 - Provides regular updates and activity tracking reports
 - Informs DRD of activity within designated accounts on an ongoing basis, including identifying red flags, challenges, opportunities in support of established strategy
 - Provides interventions and solutions to ensure timelines and goals are met
 - Drives results, providing regular updates, communicating with workplace volunteers to find solutions and work towards common goals
 - Assists with goal work up and cabinet support
 - Provides reports and updates regularly
 - Research and development of customized materials to support priority workplaces
 - Collection of data for submission of surveys and benchmarking; ensures accurate information in shared drives and database
 - Develops account plans, promotes key engagement opportunities and tools, monitoring and analyzing success of various activities
 - Maintains accurate database with updated information at all times
- Sponsorship, sponsored employees, business development**
- Working closely with DRD, manages the sponsorship program
 - Secures sponsorships to retain existing sponsors and identify and solicit new sponsorship opportunities
 - Track, manage and report on sponsorship goals and activities
 - Follows up and manages stewardship, recognition and support of sponsors
 - Manages the sponsored employee program, scheduling training, logistics, materials
 - Develops the training program with input and guidance from CEO and DRD
 - Recruit and support sponsored employees, providing regular feedback, evaluation and troubleshooting
 - Identify opportunities for business development, growing the base of corporate and workplace support, developing and growing relationships

Events and Initiatives

- Works closely with campaign team and volunteer committees to oversee workplace engagement events
 - Manages events, providing regular updates and adhering to timelines
 - Continuously implements quality improvement processes, ensuring regular evaluation, debrief and feedback
 - Manages initiatives as required
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- Other duties as may be assigned or may come up as part of organizational requirements