

United Way Kingston, Frontenac, Lennox & Addington
JOB DESCRIPTION

Job Title:	Director Development		
Reporting to:	President & Chief Executive Officer		
Job Classification	Level 6: Director Range: \$70,856-88,570		
Department:	Resource Development		
Creation Date:	October 2018	Revision Date:	Jun 2020

SUMMARY

Reporting to the President & Chief Executive Officer (CEO), as a member of the management team, the Director Development (DD) works with volunteers and staff to develop, evaluate and implement a year-round fundraising strategy that builds strong long-term relationships with workplace volunteers and provides excellent customer experience to donors, volunteers and partners.

The DD recommends and executes a strategic fundraising plan to grow giving through workplace campaigns, campaign events, individual giving, business development and sponsorship for the United Way Kingston, Frontenac, Lennox & Addington (UW KFLA).

The DD manages a team of campaign staff and sponsored employees who manage workplace campaigns and engagement events. The DD is responsible for ensuring deliverables and timelines are met efficiently.

DUTIES & RESPONSIBILITIES

Annual Campaign, Campaign Cabinet (50%)

- Oversees the UW KFLA annual workplace campaign
- Managing specific priority workplaces, with a focus on enhanced engagement, customer experience and growth
- Supports Campaign Cabinet volunteers, providing regular updates and reports and managing flow of information and meetings
- Oversees workplace engagement, relationship building
- Oversees engagement and fundraising events
- Collaboratively develops plans for campaign, based on data and analysis
- Manages, supports and guides Campaign Officers, working with them to develop plans, coaching them regularly to ensure all workplace campaigns meet their goals and objectives, ensuring long-term relationships

- Provides regular updates to the CEO, keeping them informed and updated on all campaign activities, accomplishments, challenges and opportunities

Business Development, Prospecting, Sponsorship (15%)

- Oversees the development and implementation of sponsorship plans
- Monitors and reports on sponsorship progress, ensuring goals and objectives are met
- Develops and oversees implementation of plan for business development and prospecting, continuously seeking opportunities to engage workplaces, individuals, and corporations who may not have been engaged before
- Monitors and reports on business development, ensuring goals, activities and objectives are met
- Recruits Sponsored Employees and oversees program

Management of Department (15%)

- As a member of the management team, the DD develops integrated annual work plans and critical paths for the UW KFLA region, working collaboratively with CEO and others on the team
- Regularly reviews and analyzes activities, reports, updates, identifying red flags, challenges and opportunities
- Provides leadership, guidance and support to direct reports, working with them to address challenges, meet deadlines, ensuring their goals, objectives and timelines are met
- Coaches and manages direct reports, implementing United Way Talent Management Strategy, including evaluation of performance of direct reports, personal and professional development, mid-year and annual performance reviews; identifying development and career growth opportunities
- Regularly reviews and updates project plans, processes, procedures to optimize opportunities for efficiency and effective management of resources

Communication and Promotion (10%)

- Works with Marketing & Communications and the management team on the development of promotional materials for campaign, ensuring timely development, production and distribution
- Monitors purchasing and development of promotional materials and supplies, ensuring timelines and budget goals are met
- Works with department staff to oversee inventory, ensuring materials are available as needed and inventory is updated regularly

Other Duties (10%)

- Other duties or tasks may be assigned based on the business needs of the organization

EDUCATION AND EXPERIENCE

Education:

- Degree or diploma from a recognized post-secondary institution, preferably in Business Administration, Fundraising, Marketing or equivalent education and experience

Experience:

- Minimum of five years' experience, with proven success, in fundraising, business development, sponsorship, sales or marketing, working with diverse populations
- Minimum of three years' experience in developing, implementing and managing plans, programs and projects while providing excellent customer service
- Minimum of two years' supervisory, leadership and volunteer management experience
- Knowledge and / or experience with United Way movement
- Experience developing long term professional and business relationships

Skills & Abilities:

- Sound computer skills including: spreadsheets, word processing, email / internet, database and / or customer relationship management and / or fundraising software
- Very well-developed analytical and reasoning skills (data analysis and evaluation)
- Ability to understand, express and apply complex concepts and instructions of a general nature as well as moderately technical / scientific / administrative concepts, methods and procedures
- Ability to use complicated formulae, tables and graphs
- Strong written, verbal, interpersonal and communication skills
- Proven time management skills and ability to effectively organize work in an environment with competing work duties
- Ability to work in a fast-paced, complex and flexible office environment
- High level of integrity, maturity, judgment, and discretion in dealing with confidential, sensitive matters
- A committed team player who is also able to work in a self-directed manner
- Non-traditional hours are required due to deadlines
- Access to adequate transportation is essential
- Possesses a positive attitude and leads with a style that excels in coaching, collaborating, providing direction and guidance

COMPLEXITY OF DECISIONS

Typical decisions include priority setting and managing workload for the Campaign team, developing, monitoring and reporting on project plans and related initiatives.

Judgement is required for setting priorities for Resource Development initiatives and ensuring their implementation. This includes providing leadership for staff and volunteers working on these initiatives and ensuring workloads are balanced effectively.

Support and guidance for decision making is available as needed.

MANAGEMENT / SUPERVISORY AND ADVISORY RESPONSIBILITY

Direct Supervision:

- There are four direct reports for this position.

Indirect Supervision:

- There are no indirect reports for this position.

TYPE OF SUPERVISION REQUIRED / INDEPENDENCE OF ACTION

The Director Workplace Campaigns operates under a moderate independence of action with the availability of general direction provided by the President & CEO.

Policies and general objectives are available, however there is a requirement to show independent thinking and creativity to address tasks and work.

CONSEQUENCE OF ERROR

Typical errors may result in strained relationships with donors, events or initiatives that are not planned and coordinated effectively, etc. These errors may be detected before they are implemented and can result in damage to fundraising results.

More serious errors could result in adverse impacts on the UW KFLA's image and reputation.

CONFIDENTIALITY

The Director Development is privy to confidential information related to activities of the organization and impacts within the community. Disclosure could have a significant impact externally.

CONTACTS

Internal:

- President & CEO, Vice President, management team, Managers, Staff
- Nature of the Contact – recommendations, seeking approvals, collaboration, supporting initiatives, etc.

External:

- Donors, Volunteers, Cabinet, Other United Ways, Vendors and Suppliers
- Nature of the Contact – relationship building, liaison, information sharing, advisory support, negotiations, inquiries, etc.

PHYSICAL EFFORT

- Majority of time is spent in a comfortable position with frequent opportunity to move about
- Infrequent need to move or lift articles

PHYSICAL SKILLS

- Regular need to give close attention, hearing or seeing, to what is happening
- Requirement to work at a computer, keyboarding, etc. and various events, meetings, etc.

WORKING CONDITIONS

Physical:

- Located in a comfortable indoor area
- Regular exposure to factors causing moderate discomfort
- Slight possibility of accident or illness

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

COMPETENCIES

The United Way Worldwide has developed an extensive Competency Model Framework. The Framework supports a common set of competencies to ensure that each United Way is able to attract, grow and retain the right people who have key competencies in areas that are fundamental to our mission and strategic direction.

Specific definitions, traits and behaviours are outlined the Framework titled: United Way Worldwide Competency Models. Those specific competencies that apply this this position are:

- Mission focused
- Relationship oriented
- Collaborator
- Results driven
- Brand steward
- Drives Revenue & Impact
- Strategic Relationship Building
- Effective & Engaging Communicator
- Embracing & Managing Change
- Entrepreneurial & Innovative