

Corporate Relationship Manager

GENERAL PURPOSE OF THE POSITION: Increase RUW's revenue by managing corporate relationships and workplace giving. Create and implement Resource Development strategies that recruit, retain and grow corporate and workplace giving donor base; build and grow relationships and implement new and innovative revenue growth strategies.

FLSA STATUS: NON-EXEMPT

REPORTS TO: DIRECTOR OF RESOURCE DEVELOPMENT

WORK SCHEDULE: FULL-TIME Core Hours of Monday-Friday, 8:00 a.m. to 4:30 p.m.

Must be able to work a flexible schedule with the possibility of early morning, evening, and weekend work

PRINCIPAL DUTIES AND RESPONSIBILITIES:

85% Workplace Giving and Corporate Giving

- Create and manage annual workplace giving and Local Government campaign plans and timetable, employing a fund raising process that sets goals, and helps to identify volunteer leadership.
- Organize the campaign structure as needed to respond to changes in the workplace in employment and campaign potential.
- Design and implement training programs for campaign coordinators and other resource development volunteers.
- Ensure a written strategy for all campaigns and campaign segments.
- Identify CEO cultivation calls and coordinate details.
- Recruit, retain and grow corporate and workplace giving donor base.
- Implement new and innovative revenue growth strategies.
- Ensure account data is accurate and information is collected, recorded and distributed accurately and timely.
- Work with communications and marketing to ensure United Way brand strategy is integrated into campaign plan and execution. Assist with development, ordering, and distribution of campaign materials to include producing an organizational video.
- Analyze campaign results and conduct annual campaign critique meeting.
- Maintain current knowledge of community political, social and economic factors that may affect the campaign.
- Ensure correspondence and research regarding resource development between United Way Worldwide is completed in a timely manner.
- Implement new fund raising techniques in response to a changing environment as well as maintain functional/productive functions that are producing high level results.

10% Solicit Sponsorship Dollars and Leverage Corporate Marketing Dollars

- Develop sponsorship solicitation plan of action.
- Implement plan of action and secure contracts.
- Provide staff leadership and/or support to special events activities designed to generate revenue.

- If lead, design plan of action with concrete time lines and project specifics.
- If support, follow through on all volunteered and assigned tasks for project success.

5% Cross Functional Account Team Leadership

- Work collaboratively with Community Impact team to introduce engagement opportunities outside of campaign such as Day of Action to corporate partners.
- Create and manage the implementation of cross functional account teams to support the creation of annual account plans.
- Work effectively with other teams at United Way to provide appropriate support and value to partners. Leverage relationships to create additional opportunities with other organizations and individuals.
- Foster creative thinking and facilitate future partnerships within corporate accounts.
- Attend key community events and activities as a way to promote Rappahannock United Way's mission, vision and core values becoming a defined community ambassador for United Way.
- Cultivate community support for United Way by maintaining contacts with local organizations, businesses and individuals.

EDUCATIONAL PREREQUISITES:

- Bachelor's degree with a major in Communications, Marketing, Business, Non Profit Administration or the equivalent preferred.

QUALIFICATIONS/REQUIREMENTS:

- At least 2 years proven fund development or sales experience in the United Way system and/or nonprofit preferred
- Able to work effectively with people from different backgrounds, respect diversity, participate effectively on teams, work with modest supervision
- Able to demonstrate developed communication, organization and planning skills
- Able to demonstrate developed relationship building skills
- Able to demonstrate public speaking skills and experience
- Ability to develop technical and analytical skills related to fund development
- Entrepreneurial and innovative thinking a plus
- Ability to present information and data in written, electronic and oral forms
- Ability to plan and manage multiple tasks
- Proficient with Microsoft Office applications
- Must have the use of a reliable vehicle for transportation to outside meetings
- Must have reliable technology that allows use of email and internet outside of the office

PROFESSIONAL EXPECTATIONS:

- Maintain confidentiality of employee records and financial data
- Maintain confidentiality of donor records
- Comply fully with corporation's Code of Ethics
- Work as team member with staff and volunteers
- Maintain a professional appearance and attitude

PHYSICAL AND MENTAL DEMANDS:

- Requires time away from the office, traveling by car, walking to appointments and taking stairs
- Requires the ability to multi-task between workplace campaign, individual giving, meetings, special events and strategic thinking
- Requires mental toughness to overcome objections and rejections in asks
- Requires a normal amount of typing and data entry for customer relationship management
- Requires presence during noncore hours and a consistent relationship building attitude
- Typically lifts campaign materials of 25-50 lbs consistently from August to December and during special events
- Requires physical and mental capacity to work varying hours that include weekends, early mornings and evening hours

The statements made herein are intended to describe the nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

EMPLOYEE SIGNATURE

DATE