

JOB ANNOUNCEMENT



United Way
of Fresno County

UNITED WAY OF FRESNO COUNTY POSITION DESCRIPTION

Job Title: Vice President, Resource Development & Marketing
Reports To: President & CEO
FLSA Status: Full-Time, Exempt

Salary Range: Not Published; DOE

Posting Date: September 21, 2011
Closing Date: Open Until Filled

PRIMARY OBJECTIVE:

Reporting to the President & CEO this key position leads and manages all aspects of United Way's comprehensive fundraising and marketing program. In fundraising, the Vice President is responsible for meeting or exceeding the fundraising goals of United Way of Fresno County while operating within the approved expense budget.

In marketing the VP is responsible to provide strategic leadership and fiscal management oversight of the support team working with events, volunteers, and marketing efforts on behalf of the organization.

As a member of the executive team, this individual intersects with every facet of the corporation working very closely with program managers and department heads. This individual is a person who performs with excellence; has tremendous time management and multi-tasking skills; is a great communicator; has a positive-outcomes performance attitude; promotes and demonstrates team-playing; and has proven results in work history. This is a dedicated individual with a strong sense of loyalty to the organization, vision, mission and team of United Way of Fresno County.

RESPONSIBILITIES include the following. Other duties may be assigned as necessary.

Fundraising

1. Develop and implement effective fundraising plans and programs that achieve the mission and goals of the organization for current income and endowments, within the framework of the organizational values, plans, policies, and budget, and in concert with the organization's role in the community.
2. Contribute to the leadership and management of the organization, including participation on the Executive Team and in meetings of the Board.
3. Team with executive and management team for effective processes and procedures for desired outcomes of department and organization goals, objectives, mission and vision.
4. Provide annual strategic department plan for fundraising activities with Objectives, Goals, Strategies, Tactics and Measurements and/or Outcomes.

5. Direct and manage all major gift fundraising.
6. Manage contracts associated with fundraising activities meeting all local, state and federal timelines.
7. Recruit, develop, train, direct, support, retain, and evaluate a highly effective resource development team of paid staff and volunteers.
8. Develop and manage an expense budget to support the fundraising activities of the organization.
9. Provide plans, reports, and counsel as needed by the President & CEO, Board, Campaign Cabinet, staff, and external constituencies regarding the fundraising plans and achievements.
10. Represent the organization to key publics and individual supporters, and share in the public speaking, gift solicitation, and donor cultivation activities.
11. Ensure an accurate and complete database of donors, prospects, key supporters, and campaigners.
12. Further develop, implement and grow a leadership giving program for Young Leaders Society Donors; Pillar Society Donors; Tocqueville Society Donors; and Initiative Donors.
13. Ensure appropriate donor and campaign volunteer recognition.
14. Recruit, develop, train and mobilize a dynamic team of volunteers for all fundraising activities.
15. Implement 'best practices' in all fundraising activities e.g. CEO Visits; Campaign Kickoffs; ECM Training; Loaned Executive Sponsorships; Campaign Cabinet; Volunteer Management; Recognition Programs; YLS Programs.
16. Implement a full integrated customer relationship management philosophy for all fundraising activities including: Giving, Asking, and Thanking.
17. Other duties as assigned.

Marketing

1. Advertising – oversees all advertising campaigns
2. Brand Management – developing standards for UWFC's brand usage internally and externally as well as brand management for corporate sponsors;
3. Collateral - design, development, control, ordering and disposal of all corporate collateral e.g. 2-1-1, annual report, campaign celebration, Day of Caring, Financial Stability Program, Pillar Society, Tocqueville Society, etc.;
4. E-Newsletters – maintaining e-distribution list, designing, writing, and publishing e-newsletters;
5. Corporate Identity – responsible to be the keeper of the corporate identity;
6. Fundraising – identifies and seeks sponsorship dollars for marketing efforts;
7. Graphic Design – brand management, design, layout, printing;
8. Events – oversees all events to ensure well executed and fiscally sound events;
9. Press Conferences – oversees all press conferences;
10. Marketing –develop and implement a marketing plan for Fresno County;
11. Marketing Committee – identifies, recruits and establishes a marketing committee as a sub committee of the board of directors;
12. Market Share – gather, analyze, and report on data relevant to the market share of UWFC's philanthropic outreach in the community;
13. Messaging – responsible for corporate messaging in annual campaigns; grants; e-newsletters; materials;

14. Product Design – responsible to work with community impact and campaign department for design of products for use in campaign; community publications; external and internal communication pieces;
15. Proofing – proofing and approving all documents for external use;
16. Public Relations – keeper of the public image of UWFC;
17. Reports – prepares monthly reports for board of directors and as requested;
18. Volunteers – implements strong volunteer driven program;
19. Website – design, update, upkeep of corporate website.
20. Other duties as assigned.

MANAGEMENT RESPONSIBILITIES

Manage subordinate supervisors. Perform all management and supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, and training employees; planning, assigning, setting goals and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving conflicts and problems.

REQUIRED QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PREFERRED QUALIFICATIONS

1. Bilingual English/Spanish.
2. Five years experience with United Way processes and programs.

EDUCATION and/or EXPERIENCE

Advanced degree preferred; at least 10 years progressively responsible experience in fundraising and marketing. Seven years successful management experience; at least 3 years at the senior level.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from top management, clients, customers, public groups, and/or boards of directors. Ability to respond effectively to sensitive inquiries or complaints from customers, regulatory agencies or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format.

MATHEMATICAL SKILLS

Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

CERTIFICATES, LICENSES, REGISTRATIONS

Current Drivers License and verifiable automobile insurance.

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 the essential functions.

While performing the duties of this job, the employee is regularly required to use hands and fingers. The employee frequently is required to stand; walk; sit; reach with hands and arms; climb or balance; stoop, kneel, talk and hear. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to wet and/or humid conditions; airborne particles; outside weather conditions; extreme cold and extreme heat. The noise level in the work environment is usually moderate.

DISCLAIMER

This job description lists typical examples of work and is not intended to include every job duty and responsibility specific to a position. An employee may be required to perform other related duties not listed in the job description provided that such duties are characteristic of the position.

UNITED WAY OF FRESNO COUNTY IS AN EQUAL OPPORTUNITY EMPLOYER

UWFC does not discriminate on the basis of race, color, religion, origin, gender, national origin, age, marital status, military service, disability or sexual orientation. Reasonable accommodation provided upon request. All applicants tentatively selected for this position will be required to pass a background screening and submit to any required tests to screen for illegal drug and alcohol use prior to appointment. Application evaluation may involve interviews, written tests and/or other appropriate screening tools.

A competitive salary and benefits package is offered to qualifying candidate. Relocation expenses not covered.

To apply for this position, send cover letter and resume to:

Melissa Smith
Chief Administrative Officer
United Way of Fresno County
4949 E. Kings Canyon Road
Fresno, CA 93727

Or email:

info@unitedwayfresno.org

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