

Manager, Corporate Engagement



Department: Resource Development
Job Status: Full-time

Reports To: Annual Campaign, Director
FLSA Status: Exempt

POSITION SUMMARY

The Manager, Corporate Engagement plays an essential role in the organization's fundraising efforts by growing, developing, and managing portfolios of existing and new corporate relationships. This individual will develop, retain, and grow the level of financial support and commitment to United Way of Greater Stark County's work.

There are two key aspects to the Manager, Corporate Engagement's role – 1) effectively establish new corporate relationships, donors, volunteers, and advocates through cultivation and engagement of workplace CEOs and leadership with the goal of developing workplace campaigns, education, and other identified strategies for increased giving 2) steward year-round cultivation and engagement of workplace giving account portfolios through relationship management.

The Manager, Corporate Engagement is responsible to maintain and continuously develop relationships with key constituents at various levels within assigned account portfolios. This includes corporate/workplace partners, small business, and individual donors by developing and implementing all related strategies, utilizing United Way volunteers to support creating and cultivating relationships, and maintaining up to date database records for assigned accounts.

Successful candidates will demonstrate the following strengths:

1. Ability to drive revenue
2. Strategic relationship building
3. Effective and engaging communicator
4. Embraces and manages change

ESSENTIAL FUNCTIONS

- Achieve established organization financial goals for assigned accounts and donors through annual campaign and donor cultivation efforts.
- Continuously cultivate donors for new or increased giving opportunities, working hand-in-hand within the Resource Development Team to identify and cultivate Major/Legacy/Leadership giving prospects and fulfill shared strategies.
- Utilize effective sales, stewardship and relationship management skills while always maintaining a professional demeanor.
- Build and maintain lasting business relationships with donors and community members.
- Achieve annual goals for number of donor calls and visits.
- Manage and nurture account portfolio to develop stronger United Way relationships, commitment and campaign support. Maintain consistent account contact and creatively explore and introduce additional UW opportunities, as appropriate (i.e. volunteerism, grants, sponsorships, etc.).



- Focus on individual donors for donor cultivation, relationship building and engagement, working towards reducing donor churn and creating fulfilling experiences for donors.
- Leverage segmentation data to provide strategic, targeted account management at an individual donor level while always providing excellent customer service to demonstrate cultivation and stewardship to donors.
- Work as a part of a team to develop and execute a year-round engagement plan for donors, including engagement, direct services, and various cross-functional teams.
- Have a strong understanding of and be able to clearly and passionately articulate United Way of Greater Stark County's vision and the programs and initiatives it supports in order to best align donor interests with funding opportunities.
- Represent United Way of Greater Stark County for various speaking engagements and activities including but not limited to presentations, campaign events and volunteer events.
- Coverage of appropriate after hours work events such as presentations, chamber events, UW events, etc.
- Maintains an accurate and complete donor database.

COMPETENCIES

- Interpersonal Relationship Development: quickly finds common ground and solves problems for the good of all, easily gains support and trust of others, creates a climate in which people want to do their best, can motivate many kinds of people, uses diplomacy and tact, can diffuse high-tension situations comfortably, and relates well with all levels of people within and outside of the project
- Understanding Diverse Groups: is comfortable working with people from various cultural, ethnic, and racial backgrounds. Demonstrates and promotes cultural competence within and across people and organizations
- Resource Management: has ability to garner resources to reach established goals and objectives, orchestrate multiple activities, and uses resources effectively and efficiently
- Prioritization: set effective priorities that identifies the critical issues, can sense what will help or hinder the accomplishment of a goal, has the ability to identify barriers, institute appropriate correction steps and can keep all involved parties focused
- Planning: accurately projects length and difficulty of tasks, breaks work down into process steps, anticipates, and adjusts for problems and barriers, measures performance against goals and evaluates results
- Political Savvy: views politics as a necessary part of organizational life, anticipate political challenges and creates plans to resolve challenges effectively
- Process Management: understands how to separate and combine tasks into efficient workflow, can simplify complex processes, and understands how to organize people and resources
- Results Oriented: consistently is a top performer and exceeds goals, pushes self and others for results, concentrates efforts on important priorities, and gets more completed in less time than others



EDUCATION/EXPERIENCE

- Minimum Bachelor's degree in a related field or equivalent combination of education and work experience.
- 1-3 years of fundraising or sales experience.

ADDITIONAL REQUIREMENTS, SKILLS, & ABILITIES

- Willingness to support our mission and culture by actively exercising our five core values; 1) Can-do-attitude; 2) Be a Team Player, 3) Open to Change, 4) Humbly Confident and 5) Deep Respect for Human Potential.
- Expected to spend 50% to 75% of worktime cultivating new corporate/workplace relationships, while leveraging remaining time nurturing and maintaining a portfolio of existing accounts.
- Fundraising or sales skills and experience is desired.
- Management skills in planning, organizing, and directing volunteers.
- Demonstrates project management skills and abilities to balance competing priorities.
- Proficient computer skills with experience using Microsoft Office Suite, CRM and donor databases
- Ability to recognize, design, communicate, and implement solutions to business challenges.
- Excellent communication skills that foster collaboration.
- Ability to learn, communicate, and implement new concepts and ideas that advance organizational effectiveness.
- Ability to self-motivate and provide project leadership
- Thorough appreciation and acceptance of, and commitment to diversity and inclusion
- Holistic perspective-ability to see the big picture
- Ability to use sound judgement
- Ability to be self-directed - position requires reliability, consistency, and good follow through
- Possess a valid driver's license and insured motor vehicle
- Willing to travel/drive regularly within Stark and Carroll counties
- Ability to lift and carry 25 pounds
- All other duties as assigned

Applicants should submit resume and cover letter by Monday May 29th to:

hr@uwstark.org

No Phone Calls

EEO/M/F/D/V