



Position Description

United Way of Peterborough & District

Director – Resource Development

Position Type: Permanent Full Time

Reports to: C.E.O

Date of Revision: Jan 20, 2009, July 5, 2010

Approved: August 25, 2010

Position Summary:

The United Way operates as an open, dynamic, high functioning team which values resourcefulness, creativity, and integrity. Our goal is to mobilize resources to build a stronger community.

The Director provides leadership regarding the operation and management of United Way's annual fundraising campaign and other resource development activities. The position's focus is to develop and implement a coordinated fundraising strategy that maximizes the strengths of the annual workplace campaign and creates new revenue streams in support of the United Way's role as a resource to the community. As such, the Director establishes and oversees the implementation of a strategic approach to fundraising which may include: major gifts, corporate donations, employee/workplace campaigns, in-kind resources, and campaign events. In this leadership position, the Director provides: fundraising expertise and support; motivation for staff, volunteers and stakeholders; consultation in developing policy and strategic direction; facilitates implementation of policy and directives; and directs fundraising operations within approved policy guidelines and ethical and legal frameworks.

Key Duties & Responsibilities:

Management and Oversight of Resource Development Activities

Plan fund development activities

- Collaborates with the CEO and Campaign Chair to create an annual campaign development plan to secure sufficient revenues to support the long-term strategic direction of the organization.
- Collaborates with the Campaign Chair, Campaign Cabinet, and CEO to develop a critical path and timelines for annual campaign to guide staff and volunteers in attaining campaign objectives and ensuring critical fund raising processes are carried out in a timely manner.
- Plans all campaign development activities in accordance with ethical fundraising principles.

Organize fund development activities

- Manages the campaign solicitation process from corporations, employees, leaders, and individuals.
- Identifies and develops corporate, community and individual prospects to support the organization's fundraising priorities.
- Ensures campaign development activities reflect ethical fundraising practices and adhere to organizational policies and applicable legislation regarding development and receipting of donations.
- Directs, implements, monitors and evaluates all activities related to special events, as specified in the campaign development plan, to generate funds and profile for the organization.
- Recruits and oversees the Loaned Representatives Program.
- Develops and implements a year round account and donor relationship management strategy including communication and recognition plans to increase the level of communication and activity with donors.
- Ensures donors are treated in a manner consistent with the United Way Donor Bill of Rights.



Position Description

United Way of Peterborough & District

Director – Resource Development

- Ensures that adequate staff support is provided to campaign volunteers before, during and after the campaign including the development of succession plans for campaign volunteers.
- Leads and supports United Way staff and campaign volunteers in planning sessions and meetings.
- Undertakes an annual campaign analysis, ensuring any necessary community, donor and member agency research is completed.
- In conjunction with the CEO, ensures long-range plans and resources are in place to support annual giving, planned giving, and other new forms of resource development.
- Analyzes the demographics of donors and provides recommendations for future resource development activities to the CEO and Campaign Cabinet.

Communications & Marketing:

- Develops a comprehensive communication plan, in conjunction with the CEO, campaign staff and cabinet, to promote the organization to its donors and the broader community to maximize awareness of the organization.
- Oversees the development of effective, targeted communications materials to support fundraising activities including the annual case for support, campaign brochures, labour inserts, county inserts, donor recognition materials, posters, web site content, employee campaigns, etc.
- Coordinates the design, printing and distribution of marketing and communication materials for development efforts.
- Maintains up-to-date campaign records including donor lists, employee campaign records, volunteer contact information, and mailing lists.
- Recommends community and market research as needed for successful departmental planning.
- Acts as a resource in matters relating to campaign communications and messaging, ensuring consistency in all United Way organizational communications and adherence to United Way Graphics Standards.

Human Resources:

- Responsible for the recruitment, selection, orientation and training, ongoing mentorship and performance of department employees and volunteers.
- Ensures adherence to all United Way HR Policies and other applicable organizational policies.
- Promotes teamwork among staff and coordinates staff development opportunities.
- Establishes work priorities and delegates work to department staff, ensuring deadlines are met and procedures followed.
- Identifies departmental human resource needs and recommends a course of action regarding these needs.
- Oversees the recruitment, co-ordination, training and recognition of campaign volunteers.

Financial Management

- Works with the CEO and Director Finance and Administration, to develop departmental budgets for approval by the Board of Directors.
- Adheres and monitors departmental budgets and expenditures in accordance with financial policies and procedures.
- Assist in the preparation of progress reports, budgets and expenditures related to fund development activities.
- Monitor expenses and analyze budget reports on campaign development.



Position Description

United Way of Peterborough & District

Director – Resource Development

Volunteer Management

- Provides staff support to the Campaign Chair and Union Peer Counselor volunteers.
- Promotes teamwork among campaign volunteers and staff.
- Develops, coordinates, motivates and trains volunteers involved in activities of the Resource Development Department in adherence with United Way volunteer policies and procedures.

Education & Experience Required:

- A bachelor's degree or college diploma in a social science or business discipline such as fundraising, business administration, marketing and communications, or public administration or an equivalent of job related experience.
- A CFRE (Certified Fund Raising Executive) Professional designation is considered an asset.
- 5 years of proven experience in a mid to senior level fundraising position or comparable sales and marketing position.
- 3-5 years experience managing and directing employees and volunteers.

Skills & Knowledge Required:

- Effective oral and written communication skills.
- Proven time management skills and ability to effectively organize work in an environment with competing work duties.
- Demonstrated knowledge of accepted fundraising practices (such as knowledge of United Way fundraising and/or CFRE preferred)
- Demonstrated knowledge of marketing and/or communications.
- Strong leadership and human resource management skills.
- Demonstrated interpersonal, communication and presentation skills to clearly and concisely disseminate campaign/fundraising information.
- Strong analytical and problem solving skills.
- Ability to maintain sustained attention to detail and work under the pressure of rigid deadlines.
- High level of enthusiasm, creativity and flexibility.
- Ability to motivate individuals and organizations to support United Way.
- Sound computer skills including: spreadsheets, word processing, email/internet, database management and/or fundraising software.
- An understanding of the non-profit, voluntary and social services sector.

Special Conditions Associated with Job

- Must provide own vehicle and possess a valid driver's license

Key Working Relationships:

CEO

The Director works in collaboration with the CEO in regards to establishing the vision, strategic imperatives and policies as they relate to resource development. The Director provides timely and relevant information regarding programs, campaign status, staff and volunteers. The Director supports the activities of the CEO and the United Way.



Position Description

United Way of Peterborough & District

Director – Resource Development

Resource Development Manager(s)

The Director provides direct supervision and guidance regarding all departmental initiatives. The Director collaborates with the Resource Development Manager(s) to ensure integrity and efficiency of department operations and achievement of campaign and resource development objectives.

Other United Way Staff

The Director functions as part of the United Way senior management team and works with all other United Way staff in a respectful and collaborative manner. The Director will regularly update staff regarding departmental activities. Regular meetings will be held with the Director of Finance for development and monitoring of budgets. The Director will provide support to other United Way activities within the framework and principles of this position, as required.

Campaign Chair and Cabinet

The Director acts as staff support to the campaign chair and cabinet to develop and manage a critical path and timelines for annual campaign to guide staff and volunteers in attaining campaign objectives and ensuring critical fund raising processes are carried out in a timely manner.

Scope of Authority:

The Director plans, organizes, directs and evaluates departmental programs. The incumbent oversees all expenditures, human resources and other department related items.

Supervisory Responsibility

Level of Supervision Received

The Director reports to the CEO and receives general direction on departmental management. However, most of the work of the Director is self directed

Level of Supervision Given

Direct

Resource Development Manager(s)
Loaned Representatives

Indirect

The Director provides indirect supervision to front line staff and other United Way staff which may include delegation of department work in consultation with other Directors.

Mental Effort / Sensory Attention Requirements:

- Moderate to high

Physical Effort Requirements:

- Moderate to high



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United Way of Peterborough & District

Director – Resource Development

Working Conditions / Physical Environment:

- Non-traditional hours are required due to deadlines or other operational issues.
- Work is completed in an environmentally controlled office building from 9am-5pm Monday to Friday.
- Two 15 minute break period are provided with one hour unpaid lunch break.

I have read this Position Profile and understand the job requirements of this position and the expected standards of performance.

Signature of Incumbent

Date

Signature of Supervisor

Date