



Position Summary:

The United Way Peterborough & District (UWP) operates as an open, dynamic, high functioning team that values resourcefulness, creativity, and integrity. United Way is an essential part of our community's social fabric. We are part of the social contract that creates equality of opportunity and works to empower and mobilize our neighbours, organized labour and corporate partners to contribute their time, resources and influence to build strong, inclusive communities.

The Campaign Officer is part of a highly collaborative team that supports United Way to fulfill its mission by raising funds through building and maintaining strong donor and community relationships. Reporting to the Senior Director of Operations and Revenue Generation and the Senior Director of Community Impact and Communications, the Campaign Officer will be responsible for a portfolio of workplaces, individuals and events that support the work of United Way in its efforts to raise funds for the community.

Key Duties & Responsibilities:

Relationship Management & Revenue Generation

- Develop and implement donor-centric fundraising strategies for individuals and businesses to drive revenue, donor retention, and engagement.
- Manage a portfolio of workplace campaigns, focusing on key performance indicators and fundraising goals.
- Cultivate relationships with workplace representatives and campaign volunteers to encourage participation and engagement.
- Ensure proper stewardship and recognition for all donors, communicating impact and progress toward community goals.
- Identify and pursue new corporate prospects, working with leadership to set workplace goals and benchmarks.
- Recruit, support, and manage volunteers for United Way activities.
- Communicate United Way's value proposition to key decision-makers and workplaces.
- Support the organization in maintaining accurate donor and campaign data in the database, generating reports as needed.
- Stay informed on industry trends, economic factors, and business climate shifts impacting fundraising efforts.
- Provide reporting and analysis of workplace accounts and donor data for leadership as required.
- Participate in offsite meetings and events as required.

Communications and Events Coordination

- Support the organization in executing the communications plan.



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- Create content and update United Way's online presence, including social media and the website.
 - Design and distribute newsletters, maintaining accurate email distribution lists.
 - Support the directors in developing written materials such as the annual report.
 - Identify and share inspirational stories from funded agencies to engage the community.
 - Design and coordinate the production of communication and campaign materials, including press releases.
 - Support the coordination of United Way events and serve as a contact for third-party events. United Way events include Campaign Launch, Celebration, and Day of Caring.
 - Plan and execute donor cultivation and stewardship events, including workplace presentations and engagement activities.

Education & Experience:

- Postsecondary education in fundraising, a social science or related business discipline, or an equivalent combination of education and experience.
- Minimum of 3 years of demonstrated success in fundraising, donor relations, or nonprofit development. Equivalent experience includes sales and customer relations.
- Event planning experience is considered an asset.
- Marketing and communications experience is considered an asset.
- Experience working in a non-profit is preferred.

Knowledge, Skills & Abilities Required:

- Able to work with a team of staff and volunteers with a high level of enthusiasm.
- Accurate, organized, willingness for perpetual learning
- Innovative and creative problem solver
- Demonstrated ability to interact comfortably, tactfully, professionally and effectively with a wide range of companies and individuals
- Demonstrated skills in conducting presentations and public speaking.
- Excellent planning and time management skills with demonstrated ability to manage multiple tasks and flexibility in meeting shifting demands and priorities.
- Experience in managing volunteers is an asset.
- Proficiency with Office 365 applications
- Experience with Canva, Constant Contact, and/or other communications platforms and databases.



Working Conditions/Physical Environment:

- Work performed in an office environment based in downtown Peterborough.
- Access to personal transportation is essential, frequent offsite meetings/events.
- Non-traditional hours are sometimes required due to deadlines or event/meeting schedules.

Benefits:

Extended Healthcare Benefits/Matched RRSP contribution/Paid holidays, vacation days and sick days/Office is closed between Christmas and New Years/Half-day Fridays in July and August

Starting Salary:

\$51,858

Diversity & Inclusion:

United Way is committed to creating an inclusive workplace that reflects our diverse community to ensure we're best equipped to serve it. We encourage candidates from diverse backgrounds and those who may need accommodation to apply to join our team.

How to apply:

Please send your cover letter and resume to resumes@uwpeterborough.ca by end of day Friday, June 20th. Due to the volume of applications, we will only be contacting candidates who are being invited into the interview process.