
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.

Reporting to the Campaign Associate, the Campaign Officer supports the execution of United Way Peterborough & District's annual fundraising campaign through the management of assigned workplace, corporate, sponsorship, donor, event, and community relationships. The Campaign Officer serves as a front-line relationship manager and fundraiser, translating campaign priorities into direct engagement, solicitation, stewardship, and fundraising activity. The position is accountable for an assigned portfolio of relationships. The officer works collaboratively with the Campaign, Communications, Community Impact, Finance, volunteers, and other organizational staff to support annual campaign and revenue goals.

Key Duties and Responsibilities:**Workplace & Corporate Giving**

- Manage an assigned portfolio of workplace campaigns and corporate giving relationships.
- Develop and execute relationship-specific fundraising and engagement plans aligned with annual campaign priorities.
- Support workplace partners in planning and delivering employee-giving campaigns, including payroll giving, presentations, employee engagement activities, workplace fundraising events, and campaign communications.
- Maintain regular contact with workplace campaign representatives and corporate partners and provide timely resources, materials, presentations, and follow-up.
- Identify opportunities to increase workplace participation, employee giving, corporate support, and overall campaign engagement.
- Monitor progress on assigned workplace campaigns and coordinate follow-up when participation, commitments, or campaign activity require additional support.
- Cultivate prospective workplace and corporate partners and support their engagement with UWP's annual campaign.

Individual Giving & Donor Relationships

- Manage assigned individual donor relationships through cultivation, solicitation, renewal, stewardship, retention, and reactivation activities.

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- Conduct outreach to prospective and lapsed donors and identify opportunities to deepen engagement with existing supporters.
 - Prepare personalized fundraising correspondence, proposals, presentations, stewardship materials, and follow-up appropriate to assigned donors.
 - Maintain regular and meaningful donor contact throughout the campaign cycle.
 - Identify changes in donor engagement, giving patterns, or relationship needs and bring forward opportunities or concerns to the Campaign Associate.
 - Support donor recognition and stewardship activities in collaboration with Communications and other organizational staff.

Sponsorships & Corporate Partnerships

- Manage assigned sponsorship relationships from cultivation and solicitation through confirmation, fulfillment, recognition, and stewardship.
- Identify and approach prospective sponsors for UWP campaigns, events, and other organizational initiatives.
- Coordinate sponsorship benefits, recognition requirements, materials, and follow-up with sponsors and internal staff.
- Identify opportunities to deepen sponsorship relationships and develop broader corporate, workplace, or philanthropic partnerships.
- Maintain accurate records of sponsorship commitments, deliverables, contacts, and outstanding actions.

UWP Events & Fundraising Initiatives

- Project-manage assigned UWP fundraising, engagement, and community events from planning through execution and follow-up.
- Coordinate event timelines, logistics, participating organizations, volunteers, vendors, materials, sponsorship requirements, and internal responsibilities.
- Support major UWP initiatives and events, including Day of Caring activities, campaign launch, campaign celebration and recognition activities, and other organizational fundraising and community-engagement initiatives.
- Contribute to the development and implementation of new fundraising and engagement activities that advance campaign and organizational objectives.
- Work collaboratively with staff and volunteers to ensure assigned events are well coordinated, appropriately resourced, and aligned with UWP's brand and community objectives.
- Evaluate assigned events and identify opportunities to strengthen participation, fundraising results, community engagement, and future delivery.

Presentations & Campaign Engagement

- Prepare and deliver presentations to workplaces, corporate partners, donors, prospective supporters, volunteers, and community audiences.
- Communicate UWP's mission, community impact, campaign priorities, and opportunities for engagement clearly and compellingly.
- Adapt presentations, fundraising approaches, and engagement strategies to the needs and interests of different audiences.
- Coordinate speakers, materials, presentations, and other resources required for assigned workplace and campaign activities.
- Work collaboratively with Community Impact and Communications to ensure fundraising messages and partner materials accurately reflect organizational priorities and community impact.

Campaign Cabinet & Volunteer Support

- Engage and support Campaign Cabinet members, workplace campaign representatives, Board members, and other fundraising volunteers in carrying out assigned campaign activities.
- Prepare relationship information, briefing materials, talking points, prospect information, and follow-up requirements to support volunteer fundraising activity.
- Coordinate meetings, introductions, outreach, and relationship follow-up involving campaign volunteers.
- Maintain regular communication with assigned volunteers regarding campaign progress, relationship activity, and outstanding actions.
- Support the Campaign Associate in ensuring volunteer activity is coordinated with broader campaign priorities and relationship-management strategies.

Campaign Administration, Data & Reporting

- Maintain accurate, timely records of assigned relationships, interactions, solicitations, commitments, campaign activity, and follow-up requirements in organizational systems.
- Monitor assigned portfolio performance against campaign plans, relationship goals, and revenue expectations.
- Track workplace participation, donor activity, sponsorship commitments, outstanding pledges, and other relevant campaign information.
- Identify emerging revenue opportunities, relationship risks, outstanding commitments, and required follow-up.
- Prepare routine portfolio updates, relationship reports, forecasts, and campaign information for the Campaign Associate.

- Work collaboratively with Finance and other organizational staff to identify and resolve discrepancies relating to campaign commitments, donor information, pledges, or organizational records.
- Ensure campaign and relationship information is appropriately documented to support organizational continuity, effective stewardship, and reporting.
- Identify opportunities to improve fundraising processes, partner experiences, campaign practices, and relationship-management approaches.

Cross-Functional Campaign Support

- Work collaboratively with the Campaign Associate, Communications, Community Impact, Finance, and other staff to support coordinated campaign execution.
- Provide relationship and campaign information required for communications, donor recognition, impact storytelling, financial reconciliation, and organizational reporting.
- Participate in campaign planning meetings, staff meetings, and other organizational activities as required.
- Support periods of increased campaign activity and contribute to organization-wide fundraising initiatives.
- Identify opportunities to improve campaign processes, partner experiences, fundraising approaches, and relationship-management practices.

Education & Experience:

- Post-secondary education in fundraising management, business administration, marketing, communications, nonprofit management, community development, or a related discipline, or an equivalent combination of education and relevant experience.
- Previous experience in fundraising, business development, sales, relationship management, account management, community engagement, or a related function.
- Demonstrated experience developing and maintaining relationships with businesses, donors, community partners, clients, or other external stakeholders.
- Experience supporting or managing workplace giving, corporate fundraising, sponsorships, donor engagement, events, or fundraising campaigns is considered an asset.
- Experience working in a nonprofit, charitable, community-service, or similarly relationship-oriented environment is considered an asset.
- Experience working with volunteers or volunteer-led fundraising initiatives is considered an asset.

Knowledge, Skills & Abilities

- Strong relationship-management skills and demonstrated ability to build trust and maintain productive relationships with diverse external partners.
- Strong fundraising, business-development, or sales orientation, with the ability to identify opportunities and confidently make appropriate asks.
- Excellent verbal communication and presentation skills, including comfort speaking to workplaces, corporate partners, donors, volunteers, and community audiences.
- Strong written communication skills and ability to prepare professional correspondence, fundraising materials, presentations, and relationship documentation.
- Strong organizational and portfolio-management skills, with the ability to manage multiple relationships, deadlines, events, and follow-up requirements concurrently.
- Demonstrated initiative, persistence, responsiveness, and follow-through.
- Ability to interpret campaign performance information and identify relationship risks, fundraising opportunities, and required actions.
- Proficiency with Microsoft Office applications, including Outlook, Word, Excel, and PowerPoint.
- Experience working with customer relationship management (CRM), donor-management, or fundraising databases is considered an asset.
- Demonstrated discretion and sound judgment when handling donor, partner, financial, or confidential information.
- Ability to work independently within an assigned portfolio while collaborating effectively as part of a broader fundraising team.
- Availability to attend workplace presentations, community events, fundraising activities, and meetings outside regular office hours when required.
- Commitment to UWP's mission of building a strong, inclusive community.

Working Conditions/Physical Environment:

Work is performed in a combination of office and community environments. The position requires regular travel within Peterborough and surrounding communities to attend workplace campaigns, partner meetings, presentations, fundraising activities, and community events. Non-traditional hours are sometimes required due to workplace presentations, campaign activities, events, donor meetings, or other fundraising requirements.

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

Position type & Salary Range:

The current posting is for a 1.0 FTE, starting at \$55,000.00, with a salary range up to \$60,000.00.

Vacancy Status:

This posting is for an active Job Vacancy

Diversity & Inclusion:

United Way Peterborough & District is committed to creating an inclusive, equitable, and accessible workplace that reflects the diversity of the communities we serve. We welcome applications from all qualified candidates and particularly encourage applications from Indigenous, Black and racialized people, persons with disabilities, women, members of the 2SLGBTQIA+ community, and individuals with diverse lived experiences and identities.

Accommodations are available upon request throughout all stages of the recruitment and selection process. If you require an accommodation or this job posting in an alternative format, don't hesitate to contact recruitment@uwpeterborough.ca

How to apply:

Please send your cover letter and resume to recruitment@uwpeterborough.ca. We will review applications on a rolling basis, and the posting may close once we identify a suitable candidate. Due to the volume of applications, we will contact only candidates selected to move forward in the interview process.