

JOB DESCRIPTION



Employee Name: _____
(Printed)

Position	Campaign Manager
Department	Resource Development
Immediate Supervisor	Director of Finance & Philanthropy
Job Classification	Exempt
Stand. Occ. Class. (SOC) Code	11-2033
Date Revised, By	9.6.2024/Brandi B

Purpose of Position

The Campaign Manager, along with the Resource Development team, is responsible for the creative development, implementation, and evaluation of fundraising strategies. This role is expected to provide quality account management and build relationships with companies and individuals to support financial and relationship building goals for United Way of Allen County (UWAC). To be successful in this role, one must focus on annual campaign strategies to achieve individual goals; develop and execute annual campaign plans and goals for assigned accounts to ensure their continued participation and satisfaction with United Way of Allen County while driving increased revenue to advance the community impact work of the organization. Additionally, one must take initiative, have strong attention to detail, work independently, produce consistently error-free work, demonstrate leadership, and embody United Way's core values

% OF TIME

ESSENTIAL DUTIES AND RESPONSIBILITIES

60% Relationship Management and Account Development

- Manage year-round engagement in accounts of assigned campaign divisions to cultivate and steward long-term relationships
- Responsibilities include: soliciting corporations and individuals on behalf of United Way; managing and monitoring campaign progress, identifying potential problems, and making adjustments as necessary to attain goals
- Work with Employee Campaign Coordinator (ECC) and/or CEO when appropriate to create strategy and commitment to campaign growth
- Deliver supplies and complying with internal controls upon collecting Campaign Report Envelopes (CRE) containing pledges and donations
- Conduct presentations and trainings tailored for diverse groups of varying sizes
- Cultivate new relationships resulting in new corporate gifts and/or workplace campaigns
- Respond promptly to ECC requests, schedule and confirm meetings/presentations/activities, and other miscellaneous duties

20% Account Analysis and Reporting

- Track and project annual revenue for assigned accounts accurately
- Analyze and evaluate the strengths and weaknesses of past campaigns for assigned accounts and develop new strategies targeted at broadening and deepening the base of giving
- Prepare reports from online pledging system (ePledge) of campaign results and provide to ECC for completion of CRE, weekly reports reflecting tasks and accomplishments, and other reports as needed for volunteers and the UWAC leadership team
- Input and maintain timely and accurate information on assigned accounts utilizing the Andar database (CRM)
- Retrieve and analyze campaign information for reports

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- Coordinate the internal management of campaign information - clerical, record keeping, and data resources for the assigned divisions of campaign responsibility
- Collaborate with the finance department in the submission and verification of campaign information
- Complete all paperwork and documentation to close out workplace campaigns with UWAC, other involved United Ways, and workplace payroll departments within specified timeframes

10% **Volunteer Recruitment and Management**

- Identify, recruit, and manage volunteer leadership with a goal of positively impacting the campaign
- Accompany volunteers on select corporate meetings
- Provide accurate reports and materials to volunteers on a timely basis
- Communicate with volunteers on a regular basis to monitor progress towards achieving goals
- Support Community Impact department during volunteer events (i.e., kit builds, etc.)

5% **Internal Communication**

- Maintain on-going information sharing with all departments
- In addition to working independently, participate in organizational activities and serve on staff teams and committees as necessary
- Participate regularly in community activities and events to enhance the image and position of United Way

5% **Customer Relationship Management (CRM)**

- Meet commitments, respond promptly to customer needs, and solicit feedback to continually reinforce and strengthen the organization's reputation with all constituents
- Provide professional, courteous, service to both internal and external customers
- Actively use Andar by capturing, entering, and maintaining key donor information
- Actively use Andar to track campaign communication and metrics

Education and Experience

- Bachelor's degree required
- Prefer at least two (2) years' experience in fundraising, sales or related area, not-for-profit experience strongly preferred
- Will consider candidate with equivalent combination of education and related experience

Knowledge, Skills, and Abilities

- **Visionary:** Confronts the complex realities of the environment and simultaneously maintains faith in a different and better future, providing purpose, direction, and motivation
- **Team-Builder:** First ensures that the right people are in the right roles at the right times; fostering commitment, trust, and collaboration among multi-cultural leaders and stakeholders
- **Outward Turning:** Understands the dynamics of local, regional, and national environments, and works on an agenda rooted in the community's own perception of its needs and aspirations
- **Business Acumen:** Possesses a high-level of broad business and management skills and is effective at generating financial support for the organization
- **Network-Oriented:** Values the power of networks; striving to leverage United Way's breadth of community presence, relationships, and strategy
- **Mission-Focused:** Catalyze others' commitment to mission to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivations
- **Relationship-Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal

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- **Collaborator:** understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement
- **Results-Driven:** Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact
- **Brand Steward:** Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network
- Interact effectively with diverse groups of individuals and organizations
- Excellent written and oral communication skills, with the ability to persuade and influence others around ideas, decisions, and financial support
- Ability to work autonomously with a minimal amount of supervision, and to excel in an entrepreneurial, self-starting and fast paced environment
- Must be organized and task-oriented to ensure deadlines are met
- Balance a variety of perspectives within a politically-sensitive environment
- Ability to handle confidential information and comply with internal controls, including the handling of pledges and donations
- Ability to close a sale utilizing personalized educational and persuasive strategies in a concise and articulate manner
- Demonstrated skill in fund development managing a diverse account portfolio of at least \$1.5M
- Strong oral and written communication, public speaking, editing, and project management skills
- Excellent customer service, follow through, professionalism, and courtesy
- Excellent reading comprehension, listening, verbal and written communication skills
- Must be proficient and comfortable with use of a computer and its applications including Microsoft Office (Outlook, Word, Excel, and PowerPoint), among other items; Customer Relations Management (CRM) experience preferred

Working Conditions/Physical Requirements

- Constant exposure to work environment is typically controlled, agreeable, and in a non-smoking office, though travel may occasionally expose employee to inclement weather conditions
- A person in this position needs to constantly move about inside the office and during frequent off-site meetings
- Frequent activity associated with attending meetings within the organization and meeting external constituents
- Frequently attend local meetings; occasional annual United Way (UW) conference attendance is needed as determined by supervisor
- Regarding meetings: observing the presenter or information being relayed, as well as detecting the message, and exchanging information is a requirement
- The employee will occasionally be required to audibly address/convey information to large groups of people in an indoor setting
- Frequently communicate with others and/or express oneself via meetings, over the telephone, and through written channels
- Constantly recognize and discern written material
- Constantly operate typical office equipment (telephone, copier, printer, fax, computer, keyboard, etc.)
- Employee will seldomly need to position themselves to lower spaces or ground floor to reference objects/items or information such as literature
- On an infrequent/seldom basis, employee may need to move items up to twenty-five (25) pounds when preparing for meetings, events, or gatherings
- Must be able to remain in a stationary position 50% of the time
- Frequently ascend/descend stairs (while inside UWAC's office building, an elevator is available for use)
- Must have a valid driver's license, daily access to reliable transportation, and proof of current automobile insurance

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- Frequently required to drive/operate a car
- Ability to periodically work evenings and weekends/outside the standard 8:00 AM to 5:00 PM timeframe

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. This job description is not intended to be all-inclusive. It is understood that the employee will also perform other business duties as required by the immediate supervisor or by a person authorized to give instructions and assignments. My employer has the right to revise this job description at any time with or without notice. This document does not create an employment contract, implied or otherwise, other than an “at-will” relationship. Either my employer or I may terminate employment at any time, for any reason.

Employee (signature)

Date

Supervisor (signature)

Date