

POSITION DESCRIPTION

Job Title	Vice President of Resource Development
UWKV Mission	Creating and cultivating an unbreakable network of support.
Reports To	President/CEO
Job Level/Status	Exempt
Division	Resource Development
Starting Salary Range	\$75,000 - \$80,000
Primary Office	Shawnee County (Topeka)

Position Summary

The Vice President of Resource Development (VPRD) provides leadership to and ensures the engagement of the donor community, corporate and individual, for Shawnee, Jackson, Jefferson, and Douglas counties in Northeast Kansas. This work secures and continually grows annual fundraising results to support the mission of United Way of Kaw Valley (UWKV).

Responsibilities include maintaining deep relationships with corporate executives who influence and control employee workplace giving and creating meaningful relationships with individuals to support the work of United Way.

In addition, the VPRD, along with the CEO, is the senior spokesperson and face of United Way to the donor community and is responsible for raising awareness of United Way's work in the community.

As a member of the Executive Team, the VPRD develops annual work plans, operating budgets and performance goals/objectives for the Resource Development staff and aligns work and efforts with the rest of the Executive Team. The VPRD creates a work environment that motivates and inspires the staff to achieve annual results that provide the resources to meet UWKV's strategic objectives.

The VPRD directly manages a staff of 2 full-time equivalent employees, and 1 part-time employee. In addition, this position indirectly oversees campaign volunteers, including Campaign Chairs and Campaign Ambassadors. The VPRD also manages the Resource Development Committee, the principal volunteer committee responsible for strategic guidance of UWKV's fundraising efforts.

Job Responsibilities and Duties

- Key Donor Relationship Development and Stewardship
 - Manage existing and create new relationships with C-Suite executives who influence workplace giving
 - Manage existing and create new individual donors to introduce the mission and educate on United Ways' impact
 - Create and execute a resource development plan that ensure funding goals are met through a full complement of fundraising efforts to increase new donors, increase donor retention, ensure sustained giving program targets are reached, and increase overall gift revenue. These include, but are not limited to:

- Workplace Campaigns
 - Individual giving
 - Donor networks
 - Special events
 - Foundation gifts
 - Planned and endowment giving
 - Grant requests
 - Sponsorship requests
- Community Impact
 - Work with Community Impact staff to develop and execute relevant donor learning experiences, including the UWKV Community Impact Bus Tours and ALICE poverty simulation
 - Brand Development/Marketing
 - Works closely with the Vice President of Communications to:
 - Identify gaps between the current and desired perception of the brand
 - Develop campaign and organizational messaging
 - Provide input and direction on creative design and strategic deployment of videos, social media content, and printed materials
 - Actively champion the UWKV brand in the community, including participation on relevant community boards and committees
 - Internal Management/Administration
 - Work with the CEO to set appropriate and strategic fundraising goals to increase new donors, increase donor retention, ensure sustained giving program targets are reached, and increase overall gift revenue
 - Participate as a member of the Executive Team to strategize and execute business plans
 - Work closely with the Vice President of Community Impact on strategic alignment and communication between Resource Development and Community Impact teams
 - Attract, retain and motivate the caliber of staff needed to ensure the goals of the organization are achieved
 - Develop and manage the Resource Development budget
 - Provide timely and relevant reporting on fundraising results to the Board of Directors and appropriate internal committees
 - Volunteer Management
 - Participate in the recruitment and training of Campaign Ambassadors
 - Work with the CEO to recruit individuals to serve as the Campaign Chair in both Shawnee and Douglas Counties, and serve as their principal staff contact
 - Other
 - Actively participate in projects, special events, cross-functional teams or workgroups that support the work of the entire organization
 - Other responsibilities and tasks necessary to achieve the goals of UWKV

QUALIFICATIONS

Education Bachelor's degree or equivalent experience required. Preference for advanced degree and/or CFRE credential.

Skills and experience

- 8-10 years of experience in positions related to fundraising or sales
- Demonstrated success in leading nonprofit fundraising campaigns
- Recognized as a strong staff leader, executive manager and developer and mentor
- Strong communicator and presenter
- Strong skills in analyzing data and using data to inform decision-making
- Demonstrated expertise with budgeting and financial management
- Demonstrated ability to work with and gain the respect of a broad constituency, including executive levels in business, industry and government, foundation management, service providers, and other key community leaders
- Demonstrated experience as both an inspirational and operational leader
- Knowledge and appreciation of digital engagement and the integration of technology platforms and social media into the overall fundraising strategy, which includes attracting new donors, and improving both donor retention and improving payment processing

COMPETENCY REQUIREMENTS

Nonprofit Aptitude. Seasoned people manager with the capability and flexibility to successfully work in the nonprofit culture.

Technical Skills. In-depth knowledge and experience in the development and execution of fund raising and training strategies and plans. Knowledge of marketing, branding, communication and digital engagement strategies.

Behavioral Skills. Excellent listening, analytical, conceptual, planning, problem-solving and decision-making skills.

Collaborative. Must have the ability to work with and through peers and colleagues to get results in a win/win manner.

Dedication and Drive. Operates with consistent initiative and a mission-driven work ethic, ensuring that United Way's partners, donors, and stakeholders experience dependable, high-quality engagement. Pursues opportunities for growth with enthusiasm, remains resilient in a changing philanthropic landscape, and leads teams with a results-oriented focus that reflects United Way's commitment to community-level change.

Interpersonal Skills. A high degree of interpersonal skills is required to effectively represent United Way with varied and numerous constituencies.

Ethical. Personal values and behavior must be beyond reproach.

Results Oriented. Well organized, self-disciplined, and able to focus to get the desired results.

Decision Making. Ability to make decisions that positively contribute to the success of the agency, donors, benefactors and employees.

Judgement. Ability to assimilate a wide array of information and focus on the key issues. Ability to deal with broad issues and detailed facts (e.g., financial results).

Physical Demands

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.
- While performing the duties of this job, the employee is regularly required to sit, use hands to finger, handle, or feel; and talk or hear. The employee frequently is required to reach with hands and arms. The employee is frequently required to stand; walk; and occasionally required to stoop, kneel, or crouch. The employee must occasionally lift and/or move up to 10 pounds.

Work Schedule

- Regular work hours are generally M-F; 8am - 5pm
 - Donor and other special events will require working outside these hours on occasion
 - A flexible work schedule is required during the fall workplace campaign season to accommodate early morning or evening events
- Staff have the option to take a half day on Fridays, if weekly hours have been met
- While based in Topeka, this role is expected to travel weekly between our Topeka and Lawrence offices

Prepared December 9, 2025