



United Way of Kaw Valley

# POSITION DESCRIPTION

**Job Title:** Director of Workplace Campaigns

**UWKV Mission:** Until the fight is won...creating and cultivating an unbreakable network of support for a strong, healthy, and equitable community.

**Reports To:** Vice President of Resource Development  
**Job Level/Status:** Exempt  
**Division:** Resource Development  
**Starting Salary Range:** \$50,000 – \$55,000  
**Primary Office:** Shawnee County (Topeka)

The Director of Workplace Campaigns is responsible for the cultivation and stewardship of workplace donors throughout Shawnee, Jackson, and Jefferson Counties.

This individual serves as the primary contact for businesses as they seek to engage with United Way, including through workplace campaigns. The Director spends substantial time out of the office connecting with companies and helping them plan, coordinate and execute successful and engaging fundraising efforts through financial pledging, special event planning and support, and corporate giving.

In addition, this individual works with companies year-round to engage employees in educational and volunteer opportunities to deepen their connection with United Way. The Director also advises several of our donor affinity groups, including Young Leaders Society (YLS) and Always United.

## Job Responsibilities and Duties—Corporate Engagement

- In partnership with staff/board, maintain and execute a resource development plan that combines both the standard United Way Fundraising model of workplace giving with best practices in non-profit fundraising. Work closely with the CEO, board members, staff, and other stakeholders to successfully execute the workplace campaign in Shawnee, Jackson and Jefferson Counties.
- Expand and deepen corporate engagement.
- Steward donor relationships in partnership with the appropriate staff member
- Provide training, guidance, coaching, and direction to Campaign Ambassadors, as well as other resource development and community impact staff related to workplace campaign.
- Analyze and evaluate strengths and weaknesses of engagement and campaigns strategies.
- Set goals and develop timetables and work plans for campaign volunteers.
- Maintain awareness of political, social, and economic factors in the community that may affect partner relationships. Apprise team of relevant information.
- Track revenue generation, and maintain accurate records, reports, and materials.
- Assist with maintaining accurate and detailed donor and account records in the Andar database.
- Collaborate with the UWKV Resource Development Committee to plan, create, and execute workplace campaign strategies.
- Work with the VP of Resource Development on effective recruiting, training, and management of volunteers to support resource development activities.
- Work with companies outside of campaign season to develop year-round engagement opportunities, to include volunteer and educational opportunities for employees

## Diversity, Equity & Inclusion at UWKV

To truly Live United, we must commit to placing diversity, equity, and inclusion at the forefront of our work, internally and externally.

A successful fight for the education, financial stability, and health of every person requires that we listen to, learn from, and amplify the voices of those who are most in need and those who have been traditionally underrepresented.

We recognize that everyone in our United Way community brings value to our mission. We understand every employee, donor, volunteer, partner and stakeholder brings different experiences, perspectives, and expectations.

We respect and encourage insight and participation from all.

We actively promote a variety of voices among our staff, volunteer committees and Board of Directors, and the non-profit community.

We commit to being curious and courageous in how we communicate with each other. We do so in a constant effort to grow and move our community forward together.

## **Job Responsibilities and Duties—Donor Stewardship**

- Develop and oversee potential fundraising events in coordination with the relevant staff.
- Advise the “Young Leaders Society” donor affinity group, to include:
  - Management of the Junior Leader Reader literacy program
  - Maintenance and planning of Born Learning Trails
  - Advising the YLS Steering Committee on membership initiatives
- Advise the “Always United” retiree donor affinity group, including working with the Always United Steering Committee to grow the program
- Represent UWKV at networking events in order to identify and cultivate potential donors

## **Important Information:**

- Must have the ability to appropriately present information and data in written, electronic, and oral forms to diverse target markets
- Must have the ability to manage and prioritize multiple tasks simultaneously, meeting deadlines and attending to details
- Must have the ability and desire to meet, develop relationships, and work with a variety of people
- Expected to have a commitment to excellence and to the mission of UWKV
- Must accept and abide by UWKV Code of Ethics and confidentiality requirements, along with the Association for Fundraising Professionals Code of Ethical Standards
- Accept and abide by UWKV Diversity, Equity and Inclusion Guidelines

## **Job Requirements:**

Education: Bachelor’s Degree or equivalent experience

Skills:

- Technical and analytical skills
- Strong communication skills
- Strong public speaking skills
- Advanced computer abilities
- Strong planning and organizational skills
- Time management
- Knowledge of solicitation and revenue generation techniques

Experience:

- 3-5 years’ experience in positions with progressively increasing responsibilities related to sales, resource development and/or marketing and communication
- Strong leadership skills with volunteers
- Experience working with and supporting volunteers
- Experience using written and verbal skills and presenting to various size groups
- Experience creating content for various social media platforms
- Experience working with the Shawnee County community preferred

## **Physical Demand:**

- 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 Monday-Friday; 8am -5pm
- Quarterly and Special Events may require working outside these hours
- Staff has the option to take a half day on Fridays if weekly hours have been met

Prepared September 16, 2024