

OSHKOSH AREA UNITED WAY



Oshkosh Area United Way Mission:
To improve lives by mobilizing the caring power of our community.

POSITION DESCRIPTION

TITLE: Director of Resource Development

REPORT TO: Executive Director

CLASSIFICATION: Professional, Full-time

PURPOSE OF POSITION: The Resource Development Director is responsible for developing and implementing multi-year resource development plans that provide necessary financial resources achieving the organization's strategic goals. This will be accomplished by providing organizational leadership in the area of development, including all aspects of individual and institutional giving and stewardship, special events, and effective volunteer management.

Responsibilities:

1. Develop, implement, lead and measure strategically-guided multi-year plan to sustain and increase revenue from the following areas: workplace giving, corporate gifts, individual contributions, major gifts, web-based efforts, and special events.
2. Identify, research and apply best practices in the design and implementation of strategies in order to improve outcomes of workplace giving and other fund raising efforts.
3. Cultivate, recruit, train, and manage annual campaign cabinet and special event volunteers who possess a sphere of influence within a variety of sectors.
4. Provide strategic leadership, motivation and support to the campaign cabinet, company campaign managers, and special event committees including preparation of agendas, records, timetables, reports, training, and speaker's bureau.
5. Maintain existing and identify and build new year-round relationships with primary markets:
 - Current donor/accounts including Leadership Donors and Emerging Leaders
 - Non-donors/accounts including lapsed donors
 - New businesses
 - Event sponsors
6. Schedule CEO appointments, develop meeting materials and as appropriate, participate in CEO calls.
7. Conduct statistical evaluation and analysis of all resource development efforts and develop appropriate strategies to address and improve results.
8. Assist with special assignments and projects as necessary.
9. Assist with the development of key branding messages for campaign materials, website, social media, and collateral materials for special events.
10. Assist overall office operations by answering the telephone, greeting visitors, helping to prepare mailings and materials, etc.

OTHER:

1. Maintain a professional image and a high level of commitment and integrity for the organization.
2. Demonstrate initiative, flexibility, sound judgment and decision making skills.
3. Display a willingness and ability to work flexible and extended hours.
4. Able to meet deadlines and work under pressure.

MINIMUM JOB REQUIREMENTS:

- Bachelor's degree in business, non-profit management or marketing preferred with two years of campaign/fund raising or direct sales experience, or equivalent experience in either a non-profit or for profit organization..
- Excellent verbal and written communication skills.
- Demonstrated success in conducting special events preferred.
- Ability to work effectively in a fast-paced, challenging and changing environment.
- Proficiency in operating a personal computer and in the use of Microsoft software.

PREFERRED EXPERIENCE:

- Ability to work with a variety of individuals and organizations.
- Experience in managing volunteers.
- Reliable vehicle and valid drivers' license.

SALARY RANGE/BENEFITS: \$35,000 – 42,000 depending on experience. Benefits include employee health, dental and long-term disability insurance, paid holidays, 10 vacation days, 12 days sick-leave per year, and retirement. Mileage accrued while performing duties from OAUW is reimbursed.

TRAINING: Provided on-site by the Executive Director and Director of Finance. Additional training is available through local workshops/courses, United Way of Wisconsin, United Way Worldwide.

APPLICATION PROCESS: Send cover letter, resume with salary requirements by **4:00 pm. January 31, 2012** to OAUW Search, 36 Broad Street, Suite 100, Oshkosh, WI 54901, or email to ouuw@oshkoshunitedway.org. You may also email samples of your portfolio if available.

THIS JOB DESCRIPTION IS INTENDED TO DESCRIBE THE MAJOR FUNCTIONS OF THIS POSITION. OTHER DUTIES RELATED TO THE POSITION MAY OCCUR OCCASIONALLY OR AS DELEGATED BY THE EXECUTIVE DIRECTOR. THEY WILL REQUIRE ATTENTION AS NEEDED.