

Job Description

Job Title: Campaign Associate
Department: Resource Development/Campaign Department
Reports to: Director of Donor Engagement
Location: Lee, Hendry, Glades, and Okeechobee Counties
Date: October 2021
Classification: Full-time: Non-Exempt
To apply: Send Cover letter and resume to resume@unitedwaylee.org by November 1, 2021

Summary: To support the Resource Development/Campaign Department staff with successfully attaining the United Way of Lee, Hendry, Glades, and Okeechobee (UWLHGO) Campaign Goal and recognition of all donors in that process. Campaign Initiatives to include Workplace/Employee Campaigns, Community Campaign, Direct Mail, and others. Assist the Director of Employee Campaigns and Campaign Account Manager with workplace campaigns and presentations. Assist Director of Donor Engagement and Donor Engagement Specialist with Community Campaigns. Must be able to accommodate evening and weekend scheduling for campaign related events.

Essential Functions:

- 33% is helping to plan and support workplace giving campaigns, including presentations and events, to seek employee donations.
 - 33% of this job is account management and engagement with community members to explain the vital work of UWLHGO
 - 33% is preparing campaign materials, pledge form processing, and data entry.
- Act as relationship manager, enthusiastic, professional UWLHGO representative with successful articulation of the organization's mission, vision, and values to other stakeholders and collaborators.
 - Support engagement strategy within key Workplace and Community Accounts.
 - Support raising funds to meet annual campaign goal.
 - Support strategies and opportunities to engage with key Workplace accounts year-round to nurture, advance, and enhance relationships to institutionalize UWLHGO within the workplace.
 - Responsible for raising funds, demonstrate confidence in asking for money, and closing the deals to cause positive financial impact.
 - Identify new ways to drive and generate revenue including formulating strategies to best engage volunteers.
 - Maintain high personal visibility throughout key accounts and campaigns.
 - Maintain an appropriate level of community involvement.
 - Participate in donor recognition and donor engagement events.
 - Collaborate with all internal departments and operations to strengthen internal relationships and develop greater customer service.

- Maintain ANDAR/CRM with current information related to all accounts.
- Provide UWLHGO information to the public and manage special projects as assigned.
- Possess and adhere to UWLHGO's core competencies and guiding principles.
- Participate in Campaign Cabinet activity and attend United Way Board of Director Meetings.
- Other duties and responsibilities as assigned.

COMPETENCIES: To perform the job successfully, an individual should demonstrate the following competencies in addition to performing the essential functions of this position in order to achieve high performance:

Mission focused: the ability to create real social change that leads to better lives and healthier communities.

Relationship oriented: an understanding that people come before process and is astute in cultivating and managing relationships toward a common goal.

Collaborator: understands the role and contribution of all sectors of the community and can mobilize resources through meaningful engagement.

Results driven: dedicated to shared and measurable goals for the common good, creating, resourcing, scaling and leveraging strategies and innovations.

Brand steward: a steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Supervisory Responsibilities: None.

Qualifications

The following requirements are representative of the knowledge, skill, and/or ability required to satisfactorily perform the essential job duties.

Education and/or Experience: Bachelor's degree or comparable work experience. A minimum of 3 years of sales and/or fundraising experience for high volume institutions and organizations. Knowledge of Sales and Marketing, Customer Relationship Management, and Project Management. Experience working within a "team" environment, leveraging shared resources to generate greater penetration and growth.

Interpersonal Skills: Excellent professional communication skills (written and verbal) along with active listening and interpersonal skills required. Strong problem solving, critical thinking, and judgment skills required. Strong administrative and operational skills essential; strong detail orientation, analytical, organizational, and time management skills.

Language Skills: Ability to present information to and respond to questions from donors, Workplace and Community campaign volunteers and groups of diverse organizational employees, managers, and senior level high profile decision makers.

Computer Skills: Experience with CRM systems preferred. Requires knowledge of MS office software and data base programs, and video telephony such as Zoom.

Licenses: Valid Florida Driver's License with a driving record that meets our insurance guidelines.

Other Skills: Ability to work collaboratively with diversified organizational levels internally and externally. Strong detail orientation, analytical, organizational, and time management skills. Decision-making and problem solving capabilities and cultural diversity skills.

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 accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, talk and/or hear. The employee is frequently required to use finger and hand motion and occasionally to stand, walk, and reach with hands and arms. The employee must frequently lift and/or move up to 30 pounds and occasionally lift and/or move up to 40 pounds. There may be additional physical requirements associated with volunteer events. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus. Requires talking, hearing, and visual acuity sufficient to perform these major functions. Approximately 50% of the work of this position is spent at project sites, in offsite meetings, or traveling to various locations.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This job operates in a professional office environment, off site venues, and outside event areas in various weather conditions. This role routinely uses standard office equipment such as computers, phones, and photocopiers.

This is a Full-Time position. Days and hours of work are Monday through Friday, 8:00 a.m. to 5:00 p.m. Flexibility is needed to meet client's needs; working evenings, weekends alternative hours required as job duties demand.



United Way is an equal employment opportunity employer and does not discriminate against any person because of race, color, creed, religion, sex, national origin, disability, age, genetic information or any other characteristic protected by law. This nondiscrimination policy extends to all terms, conditions, and privileges of employment as well as the use of all company facilities, participation in all company-sponsored activities, and all employment actions. United Way will make reasonable accommodations for qualified individuals with known disabilities unless doing so would result in an undue hardship.

Terms of employment are subject to satisfactory negative drug testing as part of our drug-free workplace program. Background testing will be conducted because of the nature of the position. Applicants may be asked to take an online skill assessment.

Additional information:

UWLHGO is an exceptional workplace that can provide you with:

- Opportunity to work with smart, passionate, and enthusiastic team members and volunteers
- Working with diverse staff and other constituents
- Culture of high-performance expectations and accountability
- Exciting and challenging work
- Opportunity to help solve the community's toughest problems
- Competitive pay that is commensurate with demonstrated successful performance and experience
- Paid Health and Dental Insurance for employee, 401K, and Monthly Accrued PTO