



POSITION DESCRIPTION

Position Title: Campaign Development Director

Salary Range: \$60,000 - \$65,000 Commensurate with Experience

Category: Full-Time

Status: Exempt

Location: Amarillo, Texas

Reports to: Sr. Director of Resource Development, Secondary: President & CEO

Work Schedule: 8:30 am- 4:30 pm Monday – Friday; must be available to work early mornings, late evenings, and weekends, as needed. Travel Required: Local travel in the service area; some travel to State and Regional meetings.

POSITION OVERVIEW

The Campaign Development Director is responsible for:

- Annual workplace campaigns for the public and private sectors; the position will identify, cultivate, retain, and develop donor prospects in and out of the workplace.
- Establishing and strengthening relationships with donors, employers, and the community to build donor loyalty, raise/leverage resources, and ensure a positive brand experience with United Way of Amarillo & Canyon.
- The accountable effective and efficient management of a portfolio of accounts generating annual contributions to meet or exceed organizational revenue goals. The position will seek out new individual and workplace relationships within the service area to grow resources for United Way and the community.

ESSENTIAL DUTIES

The major responsibilities of this position include, but are not limited to:

Campaign Management:

- Successfully cultivates new accounts and manages the current portfolio of accounts for Potter and Randall Counties; keeps account notes up to date in software and ensures that account data is updated regularly.
- Trains, communicates with, motivates, and utilizes campaign volunteers and loaned executives as needed for optimal results in reaching campaign goals.
- Supporting Employee Campaign Coordinators (ECCs) with account visits, motivation of company campaign committees, delivery of campaign materials, coordinator training opportunities, campaign follow-up details, and scheduling appropriate agency speakers.
- Keeping the Sr. Resource Director and President/CEO apprised of current and potential accounts.

- Providing ongoing and timely donor recognition and appreciation.
- Training and managing volunteers to support annual campaigns.
- Developing and maintaining quality relationships to establish a large, committed volunteer base that supports United Way.
- Managing and updating a relationship database of current and potential donors.
- Assisting with campaign-related web and social media content.

Event Coordination:

- Assist as needed with fundraising special events.
- Assist with all United Way awareness and stewardship events.

MINIMUM QUALIFICATIONS

A minimum of three (3) years of experience in nonprofit fundraising. Experience with grant writing preferred. Technical Skills: The ability to successfully use Microsoft Office and other technology to manage data and compose reports. Ability to successfully utilize social media (Facebook, Twitter, Instagram, etc.) for Campaign advertisement.

- Bachelor's Degree required in Nonprofit Management, Social Work, Business, Public Administration, Education, or a related field.
- Must have a valid Driver's License.

PHYSICAL DEMANDS

The environment for this position is an open office that is mostly clean and comfortable. It may include some minor annoyances such as noise, odors, drafts, etc. The incumbent is in a non-confined office-type setting in which he or she is free to move about at will.

The incumbent, in the course of performing this position, spends time writing, typing, speaking, listening, lifting (at least 25 pounds), seeing (such as close, color, peripheral vision, depth perception, and adjusted focus), sitting, pulling, walking, standing, and reaching.

The incumbent for this position may operate any or all of the following: telephone, cellular telephone, copy and fax machines, adding machine (calculator), computer terminal, and related printers.

The incumbent in this position must be able to accommodate reading documents or instruments, detailed work, problem-solving, customer contact, reasoning, math, language, presentations, verbal and written communication, analytical reasoning, stress, and multiple concurrent tasks.

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as exhaustive of all responsibilities, duties, and skills required of personnel so classified.

To apply, please email your cover letter and resume to Adriana@uwamarillocanyon.org