

**JOB DESCRIPTION**  
**UNITED WAY OF CENTRAL MINNESOTA**

**Job Title:** Donor Engagement Director

**FLSA Status:** Exempt

**Authorization:** April 15, 2021

**GENERAL FUNCTION:** Work in partnership with volunteers and members of the Resource Development Team, to create and implement a strategy to turn active leads to donors. Work to retain, recruit and engage members of UWCM affinity groups by developing a strategy to deepen member engagement with UWCM goals and initiatives.

**KEY RESPONSIBILITIES AND DUTIES:**

- Collaborate with the internal RD team and external marketing team to develop and comprehensive plan to turn leads and new contacts brought in through in-bound marketing techniques into volunteers, donors and community advocates
- Collaborate with other resource development staff to support them in acquiring new members in and out of the workplace
- Serve as the staff manager for UWCM affinity group(s) and develop and implement strategies to deepen their engagement and commitment to the UWCM mission & initiatives
- Recruit, train and manage volunteers for the respective affinity groups
- Coordinate and lead regular steering committee meetings
- Input, track, and monitor donor touchpoints, gifts and accomplishments through CRM database
- Bring donor thoughts and reactions back to the organization and provide constructive feedback to the Community Impact, Marketing, and Finance departments
- Promote the spirit of volunteerism and the principles of United Way fundraising and fund distribution through personal contacts with volunteer leadership, community members, and company representatives
- Participate in and support divisional program teams, as assigned, which may include temporary campaign staff , Champion Trainings, as well as other special projects and events
- Work outside normal office hours when required to include evenings or weekends and additional hours as needed
- Actively participate and represent United Way in year round community relations with key contributors and organizations to develop a strong presence and solid relationships in our service area
- In partnership with the Events & Brand Manager, develop marketing and communications materials needed to implement goals
- Adherence to operating budget in those areas of direct responsibility

**GENERAL RESPONSIBILITIES:**

- Use CRM tool (Andar) effectively to track campaign results, growth opportunities and development opportunities
- Manage personal accounts, develop relations with key volunteers and steward existing relationships
- Participate in monthly RD meetings, support full UW team, events and learning opportunities

- Planning, organizing, and performing a variety of duties applying a wide range of procedures and rules. Duties require attention to detail, high degree of accuracy, reliability, timeliness, alertness, and use of judgment.

#### **PRIMARY PERFORMANCE MEASURES:**

- Effective administration of donor engagement strategies
- Adherence to operating budget in those areas of direct responsibility
- Resource Development Team professional development and annual evaluation

#### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of United Way fundraising techniques
- Knowledge of Microsoft office applications
- Ability to work with a variety of people in building positive relationships
- Ability to effectively communicate to small and large group of people
- Ability to plan and organize work in an effective and efficient manner
- Ability to thrive in a team-oriented environment
- Ability to think creatively and initiate change
- Ability to maintain confidentiality of classified information

#### **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.
- Reasonable accommodations may be made to enable individuals to perform the essential functions.

#### **JOB RELATIONSHIPS WITH**

- Volunteers, UWCM staff, Board of Directors, General Public

#### **MINIMUM QUALIFICATIONS**

- A Bachelor's Degree is required with experience in a related field. Proven success in building relationships and achieving goals while working with a diverse volunteer population. Excellent communication skills and protocol suitable for representing UWCM and engaging volunteers, donors, and the community in the fulfillment of the organization's mission.

The statement herein is intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel for this position.

I have read the above job description and understand it and have received a copy.

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*Employee's Signature*

\_\_\_\_\_  
*Date*

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*Supervisor's Signature*

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*Date*