



## Job Description

The position description is a guide to the critical duties and essential functions of the job, not an all-inclusive list of responsibilities, qualifications, physical demands and work environment conditions. Position descriptions are reviewed and revised to meet the changing needs of the organization at the sole discretion of management.

**Functional Job Title:** Senior Resource Development Associate

**Department:** Resource Development

**Reports to:** Chief Development Officer

---

---

**FOR HUMAN RESOURCES  
ONLY**

**FLSA EXEMPT:** Exempt

**DATE:** June 2019

**AUTHORIZED BY:**

---

---

### Position Objective:

Responsible to build, manage and oversee the strategic fundraising plans and timely execution of all special events and special projects. This position will be responsible for cultivating and recognizing donors and other constituents, increasing donor commitments to United Way and providing a platform for one to one engagement with donors and prospects.

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions unless this causes undue hardship to the organization.*

### Essential Functions:

- Develop in depth knowledge of all assigned accounts as it relates to product/service, employees, unions, company leadership and other issues related to the internal and external environment of the company.
- Develop and implement account management plan for all selected accounts based on communicating United Way impact, thanking and recognizing companies and key volunteers and building and enhancing personal relationship with Employee Campaign Manager's (ECMs), company members and other key company personal.

- Develop comprehensive written account plans for review 60 days prior to the start of the campaign. Review and analyzes the strategies and opportunities, develop goals and objectives, strategies, and time frames necessary to achieve campaign goals.
- Maintain up to date progress reports on all accounts and ensure that account projections are modified accordingly and communicated to supervisory staff in a timely manner.
- Maintain up-to-date information on United Way ANDAR database ensuring all relevant information regarding campaign and company is entered accurately.
- Provide effective presentation to company employees regarding the impact of United Way, proper stewardship of funds, etc.
- Provide necessary support to campaign volunteers by developing CEO proposals identifying prospective goals, objectives, strategies and techniques for new campaigns. Provide information on current companies' environment to volunteers necessary for a successful CEO call.
- Attends public functions and performs public speaking as necessary with proficiency to present.
- Attend Executive fundraising events and other special engagement experiences for donors and prospects-must be proficient at developing special event fundraising strategies.
- Network through Long Island business groups and cultivate leads for support.
- Recruit and manage event committees.
- Create project time-lines for each event and keep internal teams accountable for deadlines.
- Achieve fundraising goals for two major events, as well as, direct special projects for Mission United Veteran's Appeal.
- Facilitate event briefings /debriefings and review event timeline /show flow for all major events with Marketing, Development and senior leadership to ensure strategy and roles of each staff person is communicated effectively and efficiently.
- Establish metrics for event evaluation, build evaluation process for each event.
- Outline and implement strategies -- soliciting external feedback for events.
- Report quarterly with goal to consistently improve events, donor participation, guest experience, volunteer experience.
- Maintain professional networks and event trends by attending other events and participating in professional societies.

**Educational Requirements:**

- Bachelor degree & higher

**Skills and/or Experience Required:**

- Minimum 5 years' experience in fundraising and special events.
- Ability to operate a personal computer and familiarity with automated office support systems and applications, including Windows Office Suite.
- Resourcefulness, creativity, adaptability, flexibility and finesse in working under pressure and with deadlines required.

- Valid NYS Driver's License.
- Position requires some work hours on weekends and evenings and the work ethic to work late if/when the job requires.

**Communication Skills:**

- Ability to respond to inquiries or complaints, including those of a sensitive and confidential nature, from any of the following, if applicable, under a variety of circumstances, including adversarial situations, but not limited to: donors, volunteers, managers, employees, vendors or applicants.
- Ability to speak to groups publicly.
- Effective business writing and communication skills, with the ability to effectively present information to clients, top management and staff in verbal and written formats.

**Mathematical Skills:**

- Ability to perform basic mathematical skills, such as addition, subtraction, division and multiplication.

**Reasoning Skills:**

- Ability to define problems collect data, establish facts and draw valid conclusions.
- Ability to solve practical and intellectual problems utilizing principles of logical thinking.
- Ability to work within general guidelines and minimal supervision.
- Ability to organize, prioritize and execute responsibilities in the face of conflicting priorities or unexpected situations.
- Ability to recognize the need for confidentiality of information and to maintain such confidences.

**Physical Demands:**

- Regularly required to speak clearly and hear the spoken word well.
- Regularly required to physically operate routine office equipment such as telephones, computers, etc.
- Regularly required to utilize near vision ability to read data and documents, including spreadsheets and reports, in printed form and on computer screens.
- Regularly required to lift boxes of materials for sorting and distribution. Required to transport campaign material to various locations.

**Work Environment:**

- Noise level is consistent with levels usually present in an office environment.
- Hazards present are consistent with those common to an office environment.

**Contact:**

Submit cover letter and resume to Theresa Regnante, President and CEO at [tregnante@unitedwayli.org](mailto:tregnante@unitedwayli.org).