



United Way of Long Island

## 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:** Development Associate

**DEPARTMENT:** Resource Development

**REPORTS TO:** Chief Development Officer /Resource Development

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### FOR HUMAN RESOURCES ONLY

**FLSA EXEMPT:** Exempt

**DATE:** January 2019

**AUTHORIZED BY:**

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### Position Objective:

Responsible to build and manage both individual relationships and/or relationships with assigned companies within division that maximizes employee and corporate giving and positions United Way of Long Island as a valuable community resource.

*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:

- Based on advanced experience and expertise is assigned priority accounts throughout the campaign divisions.
- Will be assigned New Business Development responsibility as determined by supervisor.
- May assume additional responsibilities as needed, including special projects and management, in part or whole, of selected special events.
- 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.
- Understand 80/20 rule of revenue generation and effectively allocate and manage their time to maximize

production in Priority A & B accounts.

- 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 relationships with ECMs, community members and other key company personnel.
- Develop comprehensive written campaign plans for review 90 days prior to the start of the campaign.
- Review and analyze the strategies and opportunities of the last campaign, develop goals and objectives, strategies, and time frames necessary to achieve campaign goals. Thank, recognize and acknowledge all CEO, ECMs and relevant key volunteers within 30 days of campaign completion.
- 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.
- Coordinate with the Marketing & Communications Department to ensure appropriate recognition and publicity is provided to accounts as needed.
- Place all relevant campaign meetings and start times on the department campaign calendar in a timely manner.
- Provide copies of leadership giving pledge to assigned staff ensuring proper mail and Web site recognition.
- Provide effective presentation to company employees regarding the impact of United Way, proper stewardship of funds.
- Provide necessary support to campaign volunteers by developing CEO proposals identifying prospective goals, objectives, strategies and techniques for new campaigns. Provide all information on current companies' environment to volunteers necessary for a successful CEO call.
- Utilizing relationship with current accounts, identify and cultivate new prospects for individual giving, campaigns or a corporate gift.
- Submit on a regular basis all account management progress reports and related information.
- In cooperation with senior management, responsible for cultivating relationships with company senior management bringing these individuals into key volunteer – campaign, board, allocation - positions with United Way.
- Attend public functions, special events and performs public speaking as necessary.
- May be assigned other tasks and duties reasonably related to their job responsibilities.

#### **Educational Requirements:**

- Bachelor degree.

#### **Skills and/or Experience Required:**

- Two to four years sales or related experience.
- Ability to operate a personal computer and familiarity with automated office support systems and applications, including Windows Office Suite.

#### **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.
- 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 collects 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.