

# United Way of Central Florida Job Description

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## Position Title: Resource Development Coordinator

<b>Department: Resource Development</b>	<b>FLSA Classification: Exempt / Salary</b>
<b>Location:</b>	<b>EEO Classification: Sales Worker</b>
<b>Supervisor: Vice President of Resource Development</b>	<b>Status: Full Time</b>

### Summary:

The Resource Development (RD) Coordinator is charged with assisting with the growing and strengthening of workplace fundraising campaigns with a large number of organizations and employee market segments within those organizations. The position objectives are to maximize giving growth by retaining our current donor base and developing new business and new donor relationships. Will be responsible for a portfolio of corporations and/or individuals and they will be responsible for creating and executing the short- and long-term account plans to realize substantial revenue growth. Will assist RD Department in achieving overall goals. The position requires reliable transportation and willingness to travel throughout Central Florida as needed.

**Essential Duties and Responsibilities** include the following. Other duties may be assigned to meet business needs.

- Manage select corporate accounts / individual relationships

Direct responsibility for building strong, mutually beneficial relationships with select corporate partners and individuals within your portfolio. Work effectively with various team members at United Way to provide appropriate support and value to partners. Leverage relationships to create additional opportunities with other organizations and individuals. Maintain accurate and detailed donor and account records in the donor database and other systems in order to analyze the effectiveness of the plan against delivering objectives.

- Develop annual account plans to realize significant growth and engagement in specific accounts

Create annual account plans and action steps needed to engage accounts on a year round basis and to secure additional financial support for United Way. By working with staff and volunteers, drive the execution of the plan and manage the action steps and results from these efforts. Will track revenue generation, retention, visits and key business activity throughout the year, provide regular activity status, update projections to target and conduct the appropriate account analysis to build and refine business goals.

- Execute successful workplace fundraising and engagement campaigns

Through the managing of select corporate accounts and individual relationships, increase revenue through workplace giving campaigns. Executing specific account plans in portfolio to see successful gains in revenue through corporate gifts, individual investments, corporate sponsorships and underwriting, and other engagements.

- Manage and inspire volunteers and volunteer campaign groups

Develop a deeper connection within the community around traditional workplace fundraising activities. Support Employee Coordinators (ECs) in inspiring coworkers and/or groups to greater generosity of time, influence and money. Connect ECs to the valuable role they play in creating Community Impact through successful workforce campaigns, year round communication, utilization of social media, increased volunteerism and advocacy.

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- Promote United Way programs and events

Promote United Way programs and offerings to accounts to build their support of United Way's work and to provide ways for their employees to benefit from collaborations. Represent United Way at community events throughout the region. Attend and provide support for United Way events to build brand awareness and engage constituents. Utilize social media to expand community awareness and promote the UWCF mission.

### **Education/Training/Experience**

Bachelor's degree preferred and/or one to three years of project management and sales experience. Sound knowledge of fundraising principles and practices. Possess exceptional organizational and interpersonal skills. Demonstrate leadership ability in carrying out assignments. Ability to work under tight deadlines, and both independently and as part of a larger team. Ability to identify information sources, gather information and effectively analyze the information gathered. Strong writing and speaking skills. Developed networking and donor relationship management skills. Ability to positively represent the organization at professional and social events. Strong verbal and telephone skills. Strong computer skills: Ability to learn ANDAR (CRM), PowerPoint, Word, Excel & Outlook. Ability to work in a supporting role. Available to attend early morning, evening, and/or weekend meetings on a periodic basis, and should be able to travel independently throughout assigned area.

### **Physical Demands:**

Moderate physical activity performing somewhat strenuous daily activities of a primarily administrative nature. Includes sitting and/or standing for extended periods of time. The employee must frequently lift and/or move up to 25 pounds and occasionally up to 50 pounds.

Manual dexterity sufficient to reach/handle items, works with the fingers and perceives attributes of objects and materials.

**Travel Demands:** Valid Florida driver's license required as well as access to reliable insured automobile to be used for work-related travel in the Central Florida area. Must be willing to occasionally work non-standard work schedule including nights, weekends and other unusual hours.

**Disaster Response:** Every United Way of Central Florida employee is a disaster response worker and is expected to work any time when the Polk County Emergency Support Function (ESF) is activated. It is expected that all employees will work in their disaster response roles as assigned after they have assessed the welfare of their families and the safety of their own surroundings.