

Job Description

Job Title: Manager Regional Development – County Relations
(Choctaw, Clarke and Washington Counties)
Department: Resource Development/Community Impact
Reports to: President/CEO
FLSA Status: Exempt
Residency: Choctaw, Clarke or Washington Counties



The following statements describe the general nature and level of work performed. They do not represent an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Summary & Scope

Resource Development: Develop, retain and significantly grow the level of financial support and commitment to United Way of Southwest Alabama (UWSWA). Work closely with key constituents at assigned businesses to plan, organize and implement campaigns, corporate gifts and other United Way activities to ensure successful, sustaining United Way commitments. Aggressively identify, recruit and develop new business prospects to ensure continued campaign growth.

Community Impact: Maintain and continuously develop relationships with key constituents at various levels within assigned companies and individual accounts, on committees, and throughout the three county footprint. Identify viable opportunities for additional involvement, partnerships, and volunteerism with UWSWA.

The primary duties of this position focus on the regional development of the (A) annual campaign and (B) community engagement throughout Choctaw, Clarke and Washington Counties. The individual is also responsible for the management of the Clarke County Outreach Center in Grove Hill, Alabama. Performing the duties of the job can require the employee to work early mornings, late evenings, and weekends, particularly during campaign season.

Key Accountabilities

Corporate Account Management/Campaign Activities – 55%

- Provide effective consultation and goal setting to help companies design effective employee giving campaigns.
- Serve as primary liaison with employee campaign coordinators.
- Develop and strengthen relationships with companies, individual donors, and volunteers.
- Assist in the development and implementation of overall campaign efforts.
- Identify companies and donors for staff to cultivate beyond the campaign period.
- Make presentations to individuals and groups with the intent of asking for contributions to support our mission.
- Play a significant role in securing funding for UWSWA by motivating and asking target audiences to give.
- Arrange for speakers, tours, and materials to support UWSWA messaging during campaigns.
- Manage donor tracking software for the preservation of account giving history, accurate contact data, acknowledgement letters and vital communications for each account in the assigned portfolio.

Community Engagement – 45%

- Attend community events (i.e. city council meetings, county commission meetings, partner agency events, ribbon cuttings, etc.) across 3 county footprint.
- Volunteer and support various partner agencies, as needed.

- Utilize localized data and storytelling to outline the positive impact UWSWA has on the community.
- Act as a convener of resources for external partners and businesses.

Goals and Objectives – Daily

- General upkeep of office space at the Clarke County Outreach Center.
- Advocate for the advancement of UWSWA in our community.
- Display an enthusiastic passion for UWSWA’s mission to raise funds.
- Maintain loyalty to organizational Policies and Procedures and Code of Ethics.
- Maintain professional and organizational standards and appearance while representing UWSWA within community.
- Maintain a service-oriented work ethic.

Skills and Proficiencies

- Mission focused with strong ability to articulate mission to broad audience
- Brand steward and demonstrates social responsibility and stewardship
- Self-Management; Results Drive
- Relationship-Oriented
- Communication Skills
- Exemplary customer service.
- Collaborator with strong desire to be part of a team environment and work with a variety of diverse people.
- Positive attitude, flexible, and detail oriented.
- Possess exceptional time management skills.
- Ability to juggle multiple tasks and appointments and to work in a fast-paced environment.
- Ability to perform basic statistical analysis, plan, and set goals for relationship building
- Position requires lifting and carrying of up to 50 pounds, plus loading campaign materials into and out of vehicle.

Supervisory Direction Received:

- Position works under the direction of the President/CEO.

Supervises: Committee volunteers. No direct staff reports.

Education, Skills, Experience, and Training Required for this Position:

- Work and/or community experiences that align with the position’s requirements. Undergraduate experience preferred.
- Focused sales/marketing experience with an applied emphasis on customer relationship building preferred; demonstrated success with effective listening skills.
- Ability to manage a portfolio of assigned accounts.
- Demonstrate public speaking and writing experience.

Technical Knowledge:

- Proficiency with a Windows operating system, MS Word, Excel, PowerPoint, Outlook, etc.
- Ability to organize a variety of tasks, meet deadlines and attend to details.
- Reliable automobile, valid driver’s license, and qualifying automobile insurance.

What is described here is representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations will be made to ensure individuals with disabilities are able to perform the essential functions.

United Way of Southwest Alabama (UWSWA) recognizes and appreciates the unique contributions of diverse individuals and organizations in all aspects of our work. We know that by bringing diverse individuals and viewpoints together and by centering the needs of community members, we can collectively and more effectively support opportunities for a better life for all.

The United Way of Southwest Alabama recognizes and acknowledges the centrality of racism, enslavement, and exploitation to our regional history. We fully acknowledge the detrimental effects of all types of discrimination including that related to race, ethnicity, color, religion, creed, age, sex, national origin or ancestry, marital status, veteran status, sexual orientation, gender identity, and status as a qualified disabled or handicapped individual. We publicly and wholeheartedly denounce all notions of supremacy and will constantly seek unity in every area of the organization.

UWSWA takes the broadest possible view of diversity, going beyond visible differences, to affirm the spirit of all individuals, including the realities, background, experiences, skills, and perspectives that make each person who they are. Engaging the power of diverse talent and partners results in innovative solutions necessary to address complex issues. We understand that these practices will not happen organically, so we will make every effort to be intentional, relentless, and steadfast in assuring that we are equitable and inclusive in our staff, board and community decision-making. We acknowledge that embodying this stance requires a willingness to listen with humility, to reflect with courage, and to abandon some traditional ways of knowing, relating, and organizing that impact people negatively.

Diversity and inclusion are at the core of what it means to LIVE UNITED.

Name: _____

Signature: _____

Date: _____