

DRAFT

JOB TITLE: Business Development Manager

REPORTS TO: Chief Operating Officer

GENERAL SUMMARY: The Business Development Manager is critical to furthering United Way of Eastern Maine's mission and increase its investment in activities that support the three Opportunity 2028 Bold Goals, a ten-year community change initiative set by the community and led by United Way of Eastern Maine:

- Meet basic needs and promote self-sufficiency for all
- Prevent, treat, and support recovery from Substance Use Disorder
- Ensure all children have quality early learning experiences

The Manager will be responsible for overseeing components of new business development, which United Way is looking to grow significantly. The Manager is responsible for prospecting, developing and onboarding highly successful workplace giving programs throughout UWEM's five-county service area. The Manager is responsible for development of new employer relationships, as well as, maintaining and enhancing existing relationships with employers in the region.

The candidate will work closely with external partners, including donors, volunteers, and corporations. The candidate must have the ability to motivate and mobilize volunteers and donors and work collaboratively across departments within the organization.

The Manager will demonstrate a focus on creativity, team work and problem-solving to support the creation and implementation of plans to help UWEM be successful in achieving its mission. A successful Manager will demonstrate a strong team orientation and a commitment to efficiency, innovation and continuous improvement.

This outward facing, results-oriented role will require the candidate to be a high-energy and inspiring leader who is genuinely comfortable and effective in soliciting new campaigns and gifts. They must have the demonstrated ability to do so by building strong and sustainable relationships. The successful candidate will demonstrate exceptional professionalism and discretion.

RESOURCE DEVELOPMENT

- Works with the COO to articulate and deliver UWEM's mission and products to corporate and community leaders, as well as current and potential leadership donors.
- Develops and fosters relationships with key stakeholders to attract and sustain support for UWEM and our work.
- Conducts comprehensive research on corporate and individual accounts and prospects; records data to maintain knowledge about key donors and their expectations.
- Develop, maintain, and manage a portfolio of prospects.
- Coach and support staff and volunteers in training, joint visits, and in the ability to develop and nurture sustainable relationships.
- Maintain accurate and detailed donor records in CRM database in order to analyze the effectiveness of delivering objectives according to plan and goals.
- Collaborate with staff and volunteers to implement meaningful donor engagement.

- Collaborate with staff and volunteers to create communication materials, tools and events for the cultivation and recognition for existing and prospective and donors.
- In addition, the incumbent will travel via personal vehicle to client sites, workplace events, meetings, etc.

ALL STAFF RESPONSIBILITIES

- Supports the UWEM organization, its goal and mission to improve the lives of people in Eastern Maine by mobilizing the caring power of people and communities.
- Clearly articulates UWEM's mission and products to all stakeholders and potential stakeholders.
- Serves as an active, committed and visible member of the local community focused on developing intentional relationships that support the work of UWEM and our partners.
- Actively participates in projects, initiatives, special events, cross-functional teams or workgroups that support the work of the entire organization.
- Provides logistical support of annual campaign efforts which may include administrative and clerical needs, managing divisions, supporting projections, accurate and timely communication logs, CEO calls, major gift visits, special events etc
- Provides information and data that supports the development of content (ex. grant applications, marketing materials, website, social media outreach etc.) as requested.
- Supports Board Level committee meetings and reporting as assigned.
- Oversees interns and volunteers specific to the work at hand when necessary.
- Effectively utilizes technology and software including the customer relationship management database (ANDAR).
- Networks with other United Way agencies and United Way Worldwide to research, emulate and promote best practices.
- Demonstrates commitment to UWEM's values as well as continuous improvement and professional development.
- Work on special projects and assignments as needed.