

JOB TITLE: Resource Development & Communications Manager
REPORTS TO: Chief Operating Officer



GENERAL SUMMARY: The Resource Development & Communications Manager is responsible for developing and conducting highly successful workplace giving throughout United Way of Eastern Maine's (UWEM) five-county service area. The Manager is responsible for maintaining and enhancing existing relationships with employers and for assisting in the development of new employer relationships. The Manager assists with the planning and execution of special events and promotional efforts that increase the visibility of United Way in the community. The Manager is responsible for supervising volunteers and providing support to UWEM staff to implement strategies that ensure effective fundraising.

The Manager is responsible for conveying an UWEM's internal and external messages. This position will gather stories and provide written materials, prepare presentations and communicate with employees, donors, partners, businesses, nonprofits, and the community the story of UWEM.

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 Resource Development & Communications Manager will demonstrate a strong team orientation and a commitment to efficiency, innovation and continuous improvement.

RESOURCE DEVELOPMENT

- Works 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.
- Provides support in implementing all aspects of UWEM's annual resource development activities including; annual workplace campaign, residential campaign (retirees and individuals), small business outreach, Leaders' Circle, endowment and planned giving and special events.
- Provides donor acknowledgement, development and cultivation of relationships with individuals, corporate and community leaders.
- Recruits, trains and supervises volunteers to conduct outreach supporting all resource development activities; most notably Loaned Executives (LE)
- Conducts comprehensive research on corporate and individual accounts and prospects; records data to maintain knowledge about key donors and their expectations.
- Provides direction and support to fellow UWEM staff on campaign assignments and tracking their progress.
- Develops and manages annual training of Employee Campaign Managers (ECM) and Agency Speakers.

- Supports the planning and execution of committee and donor stakeholder meetings as needed.

COMMUNICATIONS

- Provide support for a communications plan that furthers the mission of UWEM, reports results to a variety of stakeholders and effectively engages individuals in the work of UWEM.
- Gathers stories and information to be used to share and promote the work of UWEM and Opportunity 2028 through promotion, campaign, press releases, grant applications, community events, posters, etc.
- Documents stories in various mediums including written, audio, photography, video etc.
- Manages production of collateral materials that support annual campaign and community impact initiatives; including posters, invitations/mailings, brochures, etc.
- Oversees management and maintenance of UWEM's websites, social media etc.

EVENT ORGANIZER

- Provide leadership and support for a year round event calendar that furthers the mission of UWEM and results in consistent execution of all events in line with our messaging and communications strategies.
- Plans and executes all special events related to resource development (kickoff, finale, leadership giving and special fundraising events).
- Works with program staff to develop and execute community events that support the needs of the people we serve (ex. Day of Caring, Super Saturday, Fill the Van etc)
- Supports the creation and execution of other special events that increase the visibility of United Way in the community.

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 for all aspects 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.