



**JOB TITLE:** Vice President of Resource Development and Communications

**MISSION:** It is the mission of United Way of the Coastal Bend to improve lives by mobilizing the caring power of community.

**PURPOSE/FUNCTION OF POSITION:** The Vice President of Resource Development and Communications is responsible for all aspects of UWCB's resource development strategies (Workplace Campaign, corporate gifts and UWCB branded special events) and communication strategies. This includes enhancing/increasing all revenue streams. This position also oversees the planning and execution of strategic communications activities that build the UWCB brand, strengthening relationships with key constituencies. The Vice President of Resource Development leads the resource development department to maintain superior donor relationships and meet measurable revenue goals. This position ensures all resource development and communication activities are in partnership and fully integrated with UWCB's community impact work.

**KEY ACCOUNTABILITIES:**

**Organizational Leadership**

- Participates as a member of the Leadership Team to provide a united, visible, and strong leadership presence across the organization to help instill new thinking, focus and prioritize efforts, and operationalize the plan to achieve the goals of the organization.
- Assists the President/CEO and Leadership Team in promoting the long-range plans and goals of the organization to the community.
- Provides assistance to the President/CEO in staffing special committees and in the administration of functions that enable the organization to meet its commitments to the community.
- Works closely with the Vice President of Community Impact to ensure all functions of the organization are integrated.
- Works with the President/CEO and CFO to monitor budgets, data analysis and other financial oversight related to resource development and communications.

**Staff Leadership**

- Participates in selection of, guides, motivates and participates in the training, professional development and evaluation of direct reports.
- Provides goal-setting, visioning, leadership and strategic direction for RD staff.
- Responsible for accurate and timely completion and/or approval of organizational documents, including but not limited to, professional development plans, goals and objectives, timesheets, expense and travel reimbursements, requisitions, performance reviews and ongoing documentation of performance accomplishments and areas requiring improvement.

**Volunteer Leadership**

- Assumes primary staff responsibility for the Campaign Committee, overseeing all activities of the Committee, and providing expertise and support to volunteers.
- Support the Campaign Committee Chair in the execution of duties, including the identification and recruitment of Campaign Committee volunteers.
- Provide goal-setting, visioning, leadership and strategic direction for RD volunteers.
- In conjunction with RD staff, provide expertise and support to workplace campaign and special event volunteers.

## **Resource Development**

- Responsible for managing and leading all resource development (RD) lines of business (workplace campaigns, corporate gifts and UWCB branded special events).
- Works with President/CEO and VP of Community Impact to develop revenue goals and objectives for United Way's resource development work; and develops and directs the implementation of long- and short-range plans to meet those goals and objectives.
- Work with VP of Community Impact and Volunteer Coordinator to ensure development of volunteers to support resource development work.
- Reviews and analyzes the strengths and weaknesses of resource development work; researches, tests and implements new techniques and materials to improve the effectiveness of the work.
- Lead RD team in the creation of a resource development strategy aligned with organization goals with defined operating plans for each year.
- Plan and implement annual workplace campaign and special events, with and through, all RD team members.
- Stewardship of contributions through prompt acknowledgement and regular communications.
- Development of overall recognition strategy of campaign customers and RD volunteers.
- Analyzes the progress of annual RD operating plan goals and metrics and makes recommendations and changes as needed.
- Builds and supports a discipline of relationship management within the RD department.
- Cultivates and sustains positive, productive relationships with volunteers, community and business leaders, donors, fund recipients and staff.

## **Communications**

- Work with the President/CEO, VP of Community Impact and the Communications Director in developing and directing the implementation of long- and short-range plans for the purpose of meeting the organization's communication goals.
- Work with the Communications Director to develop an annual strategic/tactical communications plan. This includes the design, shape and execution of a comprehensive, multi-faceted donor plan that builds relationships with key audiences and works to position UWCB as the leader in community/collective impact.
- Work with the Communications Director to help UWCB become a true story-telling organization, and train all key stakeholders on brand guidelines and key messaging.

## **CORE COMPETENCIES:**

### **Mission Focused: Top priority is to create real social change that leads to better lives and healthier communities.**

- Ability to link donor and volunteer aspirations to needs.
- Ability to catalyze others' commitment to mission.

- Strives vigorously to accomplish shared goals.
- Separates one's own interests from organizational interests to make the best possible judgments for the organization

**Relationship Oriented: Is able to communicate effectively to develop, grow, and sustain productive relationships. Knows how to capture and record relevant information and how to interpret and utilize the information to forge partnerships, collaborate, cultivate, grow, sustain, and strengthen internal and external relationships.**

- Understands and motivates individuals and organizations.
- Values diversity and inclusion.
- Effectively communicates.
- Treats others with respect and dignity.
- Actively listens to and facilitates diverse input and contributions.

**Collaborator: Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.**

- Seeks and shares knowledge of community.
- Takes a collaborative approach to addressing issues.
- Focuses on shared goals.
- Mobilizes a broad range of sectors and resources.

**Results Driven and Results Achieved: Is dedicated to shared and measurable goals for the organization by creating, resourcing, scaling and leveraging innovations for broad investment and impact.**

- Has a searing focus on results and can effectively communicate goals and impact.
- Sets and maintains high performance standards for self and others that support the goals of the organization.
- Challenges self and others to achieve “stretch” goals.
- Is personally accountable for the results they achieve.
- Is able to adapt quickly to ever-changing environments.
- Is organized, able to plan, think strategically, and is creative, innovative, and appropriately persistent.
- Is able to make decisions and willing to take risks when appropriate to achieve results and meet goals.

**Brand Steward: Is a steward of the UWCB brand and understands his/her role in growing and protecting the reputation and results of the organization.**

- Acts with integrity and strong ethics to foster trust at all levels (personal, market, societal).
- Defines, communicates and consistently exemplifies the organization’s values and ethics.
- Understands brand concepts and can articulate these to stakeholders and staff.
- Is accountable and transparent with all stakeholders.
- Respects and follows the standards and safeguards that protect the organization’s integrity (e.g., professional standards for financial reporting, integrity of data, security of information systems, use of organizational property, confidentiality, etc.)

## **LEADERSHIP COMPETENCIES:**

## **Visionary**

- Initiates and leads changes within resource development and communications to support growth.
- Inspirational and persuasive communicator.
- Displays courage, resilience and entrepreneurial spirit.
- Values external networks and relationships.
- Values continued learning and development of self and others.

## **Team Builder**

- Understand that people are the engine that moves the organization forward.
- Focuses staff on meeting the organization's mission and goals.
- Envisions the future of the organization through the development of staff and volunteer talent.
- Builds and cultivates volunteer leadership suited to accomplish organizational goals.
- Values the diversity of people and ideas.
- Builds solid staff, board and volunteer partnerships.

## **Outward-Turning**

- Works across private, public and corporate sectors to improve conditions in the community.
- Values inclusion, different perspectives and cultures.
- Politically astute.

## **FUNCTIONAL COMPETENCIES/ACCOUNTABILITIES:**

### **Self-Management**

- Present oneself in an appropriate and professional manner. Communicate, act, react and respond appropriately in all situations.
- Effectively utilize interpersonal skills and political astuteness to engage with, lead and function as a member of a team.
- Is trustworthy and acts with integrity, authenticity, humility and in good faith; respecting others' opinions, priorities, values and interests.

### **Communication Skills**

- Is understanding and uses empathy, compassion and active listening.
- Is fully present and aware of subtleties and nuances such as body language and voice tonality to better understand what is important to constituents and how to connect and engage them with UWCB.
- Is able to influence, persuade, present, request, sell, negotiate and close a deal as appropriate.

### **Utilize and Acquire Knowledge**

- Is forward-thinking, focused on what is possible, and seeks new tools and knowledge as needed.
- Is able to use technology when acquiring and utilizing knowledge, and is innovative and creative in its application.
- Seek to continuously improve interpersonal and professional skills.

## **INTERNAL WORKING RELATIONSHIPS**

- This position works in support of and under the direction of the President and CEO.

- This position works closely with the Vice President of Community Impact.
- This position supervises resource development staff and the communication director.

## **EDUCATION**

High school diploma required. Bachelor's and master's degrees in business, public administration, social services or related field preferred.

## **PREVIOUS WORK EXPERIENCE**

Six years experience in United Way fundraising, fund development field or sales. Personnel and program management experience.

## **TECHNICAL KNOWLEDGE AND QUALIFICATIONS:**

- Possess strong leadership, negotiation, communication, coaching, problem solving, project management and analytical skills.
- Ability to effectively present information to top management, public groups and boards of directors.
- Ability to understand and process data extracted from computerized information systems.
- Ability to deal with mathematical concepts and a variety of abstract and concrete variables.
- Very proficient in Microsoft Office products (Access, Excel, Word, PowerPoint, and Outlook); Andar CRM proficiency preferred.
- Self-confident with personable affect.

**OTHER:** Position requires extensive day travel and some overnight travel. Must own vehicle and provide proof of required insurance. Applicant must be able to lift 25 lbs.

**EMPLOYMENT CLASSIFICATION:** Executive Exempt—this position is full-time, may exceed a 40-hour work week, and is exempt from Fair Labor Standards and Practices overtime compensation requirements. Employee must be available and able to work non-traditional hours, including nights and some weekends.

The job description for this position is intended to provide an overview of responsibilities and is not meant to be considered all-inclusive.