

## Position Description



**Job Title:** Associate Vice President  
**Reports To:** President and CEO  
**FLSA Status:** Exempt  
**Compensation:** \$85,000-\$100,000/year DOQ plus benefits  
**Work Type:** Hybrid (averaging 2 days a week in the office)

**ORGANIZATION:** At United Way of Benton & Franklin Counties (UWBFC), all team members share the goal of creating healthier communities. Together, we raise funds to fill critical gaps in services needed to improve the lives of local children and their parents/caregivers.

**POSITION SUMMARY:** The Associate Vice President serves as the Chief Philanthropy Officer and Public Information Officer to lead two departments: fundraising and communications. The AVP provides strategic leadership to present a compelling case to position UWBFC as a “charity of choice” for local donors.

This position leads their team to develop and implement strategies to raise funds that create positive change in our region. Staff under supervision includes 2 full-time employees: a Fundraising Specialist and a Communications and Event Specialist, a half-time Visual/Graphics Designer, and 2 part-time, seasonal staff members.

**DUTIES AND RESPONSIBILITIES:** The essential duties of this position include but are not limited to:

### 50% Chief Philanthropy Officer

- Creates and implements an annual plan to achieve fundraising goals. Addresses prospective donor cultivation and solicitation, workplace campaigns, direct solicitation, and donor stewardship. Assigns donor accounts to self and Fundraising Specialist.
- Leads implementation of acquisition, retention, and reactivation strategies with major donors.
- Develops key messages to connect prospective donors and individual and corporate donors with the local impact they can make through their UWBFC contributions; works with team to incorporate messaging into communications strategies.
- Builds relationships with key stakeholders; cultivates relationships with prospective and existing donors.
- Engages UWBFC President and board members in the fundraising process.
- Engages companies to meet with CEOs, company leaders, and key volunteers; supports campaign volunteers; and support workplace campaigns. Manages a portfolio of workplace fundraising campaigns.
- Obtains corporate contributions and facilitates in-kind support.
- Monitors key fundraising and community trends to shape fundraising strategies and to shares with team.
- Manages fundraising events, including the November Festival of Trees, and donor appreciation events.

### 30% Public Information Officer

- On behalf of the UWBFC President, serves as UWBFC ambassador at events and speaking appointments, as the primary point of contact for media inquiries, and as media spokesperson should critical incidents occur.
- Leads the team’s development and implementation of an annual marketing and communications plan to share the organization’s local impact, develop brand awareness, promote use of the volunteer portal, and to support donor stewardship, sponsorships, and all forms of giving.
- Ensures the creation of strategies and key messages for solicitations and events.
- Manages the communications staff to update the UWBFC website, implement social media strategies, create video and other forms of content, develop print and digital materials, leverage paid advertising, negotiate media buys, and build positive relationships for discounted and in-kind support.
- Supports positive press relationships with local media and ensures the distribution of press releases and pitching stories to media outlets.
- Manages annual community engagement events such as UWBFC’s LIVE UNITED Awards Ceremony.

### 15% Management

- Uses the CRM to facilitate donor communications and solicitations; to track revenue generation, results of campaigns and direct appeals, donor retention, and key business activity; and to conduct account analysis to update milestones and refine strategies. Supports effective use of the CRM and its' contracted support vendor, Upic Solutions.
- Provides regular fundraising updates to UWBFC President, Board, and staff.
- Supports the connection of volunteer and corporate engagement with UWBFC programs in collaboration with the Community Impact Department.
- Works with Finance Department to develop the department's budget, purchase goods and services, support pledge processing, and cash and in-kind gift allocations.
- Manages the department's budget and monitors expenditures against projections.
- Recommends policy, procedural, and other operational changes to President and drives implementation.
- Coaches, trains, and supervises assigned staff and volunteers.
- Participates in professional development, shares knowledge with staff, and supports the development of team.
- Participates in staff meetings, attends UWBFC Board meetings, participates in external meetings.

### 5% Other Duties as assigned

**QUALIFICATIONS:** To successfully perform this job, a person must satisfactorily perform each essential duty. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Required qualifications include:

- Bachelor's degree, or equivalent, in related field from an educational institution accredited by an organization recognized by the U.S. Department of Education and the Council for Higher Education Accreditation. A 2-year degree plus an additional 2 years of relevant information may also fulfill this requirement.
- At least 5 years of professional fundraising experience including cultivating, soliciting, and stewarding gifts; direct sales experience may be substituted for 3 years of fundraising experience if personally responsible for at least \$50,000/year in sales.
- At least 2 years of management experience including managing budgets and personnel.
- At least 2 years of experience and/or education and experience marketing and communications.
- Fluency in English and a demonstrated effectiveness in delivering oral presentations and in persuasive writing.
- Experience using customer relationship management software or a database.
- Proficiency in use of MS Office 365 and teleconferencing platforms (e.g., MS Teams, Zoom).
- Ability to accommodate a flexible work schedule.
- Must possess a valid driver's license, current auto insurance, and daily access to a reliable vehicle.
- Must be a United States Citizen.

### **CORE COMPETENCIES**

- **Committed to Diversity, Equity, and Inclusion:** Recognizes diversity, equity, and inclusion as core values that are critical to achieving UWBFC's mission. Opposes all forms of racism and is committed to advancing equity in our community. Is committed to an organizational culture that welcomes, values, respects, and hears all people.
- **Results-Driven:** Focuses on results and effectively communicates goals and impacts. Challenges self to achieve "stretch" goals. Committed to continuous improvement and quality service delivery. Adapts quickly to changing environments. Is organized, able to plan, think strategically, and is appropriately persistent. Can make decisions and willing to take appropriate risks to achieve results. Maintains high performance standards for self and others and pursues opportunities to attain resources to advance UWBFC's mission.
- **Continuous Learner:** Is forward thinking, focused on what is possible, and seeks new tools and knowledge as needed. Uses technology when acquiring and using knowledge and is innovative in its application.

## Position Description

- **Relationship Oriented:** Understands what motivates individuals and organizations. Understands and uses empathy and compassion. Manages conflict and can successfully find appropriate solutions and retain relationships. Displays an attitude of gratitude. Acknowledges others for their contributions.
- **Self-Manager:** Maintains professionalism. Communicates, acts, and responds appropriately. Effectively uses people skills and political astuteness in both roles a member of a team and as a team leader. Is trustworthy and acts with integrity, authenticity, and humility, respecting others' opinions, priorities, values, and interests.
- **Effective Communicator:** Communicates "the story" of the UWBFC's work to engage individuals and companies and to develop grow and sustain productive relationships. Actively listens to and facilitates diverse input. Is fully present and aware of subtleties such as body language and voice tonality to better understand what is important to constituents and how to connect and engage them with UWBFC. Able to influence persuade, present, request, sell, negotiate, and close a deal as appropriate.

**MENTAL DEMANDS:** The mental demands below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements of this position include the ability to hear and speak in the English language. General mental requirements for essential job functions include:

- Requires the ability to manage a complex workload, with minimal supervision, including the ability to shift focus between diverse job responsibilities.
- Requires analytical, numeracy, literacy, communication, and other mental capabilities.
- Requires mental toughness to overcome objections and rejections when asking for donations.
- Requires capacity to work varying hours including some weekends, mornings, and evenings.

**PHYSICAL DEMANDS:** The physical demands below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. General physical requirements for essential functions of the job include:

- Sitting – 5 to 6 hours per day; typically, in an office setting, at meetings and in a vehicle.
- Standing – .5 to 1 hour per day; typically, in presentations and while using office equipment.
- Walking – 1 to 2 hours per day; typically, in moving about work sites and between car and destinations.
- Lifting/Bending - up to 40 pounds; typically positions self to pick up and place meeting and event materials.
- Seeing: Typically, most of workday includes need for close vision, distance vision, depth perception, ability to adjust focus, viewing a screen, and vision sufficient to observe reactions from persons and to present.
- Talking/hearing: Frequently communicates, in person and on the phone, with donors, staff and the public.
- Manual dexterity: Continually uses hands/fingers with wrist movement on keyboard and/or while using office equipment.
- Travel: Local travel using personal vehicle is frequently required.
- Work Hours: Sometimes necessary to work longer than 8 hours a day and/or 40 hours in a work week. Early morning meetings and evening or weekend meetings occasionally occur.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Typical work environment is in a standard office setting but may include interior and exterior event venues. 1/3 to 1/2 of the typical work week will be in spaces associated with the employer, the remainder will be in the facilities of the employee or other organizations. The noise level in the work environment is usually moderate.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.