

## Position Description

**Job Title:** Program Specialist  
**Reports To:** Associate Vice President for Fundraising and Marketing  
**FLSA Status:** Non-Exempt  
**Compensation:** \$20-\$25/hour plus required benefits  
**Work Type:** Part-time (averaging 15 hours per week) with optional hybrid format (~50% in the office). The organization is open M-Th, 7:30 a.m. to 4:30 p.m. and Friday until 2 p.m. This position's work schedule will be negotiated prior to hire.

**HOW TO APPLY:** Send resume and cover letter, specifically addressing each of the required qualifications to: [layers@uwbfc.org](mailto:layers@uwbfc.org) by 8/12/22.

**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 Program Specialist raises money for our organization's middle-school mentoring program and the Dolly Parton Imagination Library (the DPIL provides free books for kids ages 0-5). The position has primary responsibility for supporting the DPIL pilot project and for annual giving and sponsorships to support these programs.

**DUTIES AND RESPONSIBILITIES:** The essential duties of this position include but are not limited to:  
75% Fundraising

- Builds relationships with key stakeholders; cultivates relationships with prospective and existing donors.
- Collaborates with Associate Vice President to develop an annual fundraising plan to achieve fundraising goals, implements assigned portions of the fundraising plan, and monitors results.
- Identifies, communicates with, prepares proposals for annual gifts, and follows-up with local companies, service clubs, and other organizations to raise funds through donations, grants, and sponsorships. A typical request would be \$1,000-\$10,000 per year. This may require presentations to potential funders.
- Uses our CRM software to facilitate donor communications and solicitations, and to process gifts.

### 20% Management

- Collaborates with the Marketing Department on communications strategies to support this fundraising plan.
- Communicates with the Community Impact Department to understand funding opportunities and the associated community benefits to support funding requests.
- Ensures communication with donors, sponsors, and grantors including thank you letters and reports on the impact of their gifts or sponsorships.
- Maintains a relationship with the selected DPIL community partner organizations. Ensures timely communication between those organizations and our marketing department to support the materials they need to encourage parents of newborns to enroll their children to receive books through the DPIL.
- Manages the DPIL book ordering system database for our local pilot project.

### 5% Other duties as assigned

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to 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 essential functions. Required qualifications include:

- An associate degree in business or related field and two years of relevant experience, or a high school diploma and a minimum of four years of relevant experience, and all of the following requirements:
- One year in sales or fundraising with a track record of completing sales, obtaining sponsorships or donations.
- At least two years of experience in planning and completing a complex workload with limited supervision.
- Fluency in English and a demonstrated effectiveness in delivering oral presentations and in persuasive writing.
- Proficiency in use of MS Office 365 and teleconferencing platforms (e.g., MS Teams, Zoom).
- Ability to accommodate periodic flexibility in work schedule, as scheduled.
- Must possess a valid driver's license, current auto insurance, and daily access to a reliable vehicle.

#### **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.
- Self-Manager: Maintains professionalism. Communicates, acts, and responds appropriately. Effectively uses people skills and political astuteness. Is trustworthy and acts with integrity, authenticity and humility, respecting others' opinions, priorities, values, and interests.
- Effective Communicator: Communicates effectively and with passion "the story" of the UWBFC's work to engage and energize donors and other constituents in the community. Through verbal and written formats, can communicate effectively to develop grow and sustain productive relationships. 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.

**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 – 40-50% of week; typically, in an office setting, at meetings and in a vehicle.
- Standing – 0-5% of week; typically, in presentations and while using office equipment.
- Walking – 0-5% of week; typically, in moving about work sites and between car and destinations.

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- Lifting/Bending - up to 25 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 while using office equipment.
- Travel: Occasional local travel using personal vehicle. (The employer provides mileage reimbursement).
- Work Hours: Sometimes necessary to work longer than 4 hours a day. Early morning meetings and evening or weekend meetings occasionally occur, as scheduled in advance.

**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. The noise level in the work environment is usually moderate. Typical work environment is in a standard office setting but may include interior and exterior locations. 1/3 to 1/2 of the week will be in the facilities of the employee or other organizations.

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