

**United Way of the Greater Capital Region**  
One United Way | P.O. Box 13865  
Albany, NY 12212  
Tel. 518.456.2200  
Fax 518.456.2839  
[www.unitedwaygcr.org](http://www.unitedwaygcr.org)



## **POSITION DESCRIPTION**

**JOB TITLE:** Donor Development Associate  
**DIVISION/UNIT:** Resource Development  
**REPORTS TO:** Director of Philanthropy  
**Job Type/Wage Category:** Full – time/ Non-Exempt

### ***About us***

United Way of the Greater Capital Region goal is to advance community well-being at a generational scale. For more than 90 years, UWGCR has supported individuals and families in meeting their immediate needs all the while fighting for the long-term systemic changes needed to break generational cycles of exclusion. Through granting and investing, capacity building, convening, and co-creation with grantees, partners and the public, UWGCR strives to co-create a collective vision for inclusive, healthy, and resilient communities and cities.

### ***About the position***

United Way of the Greater Capital Region seeks a collaborative, strategic, action-oriented individual to help cultivate and grow relationships with new and existing donors. This position requires the capacity to develop strong relationships with corporate partners, understand their corporate social responsibility goals and find innovative ways to engage their employees. The ideal candidate will effectively communicate the mission of UWGCR and its value to all constituents.

## **RESPONSIBILITIES**

Include the following, but are not limited to:

### **MANAGE PORTFOLIO OF ACCOUNTS**

- Develop and cultivate successful relationships with CEOs, Campaign Champions and other key employees at assigned accounts.
- Develop timelines, key strategies, and action plans for portfolio of assigned accounts.
- Set campaign goals to increase campaign revenue and integrate plans necessary to achieve them.
- Provide an excellent experience for company contacts, donors and all other stakeholders during campaign and throughout the year.
- Manage collection of account information and input data to ensure accuracy of Customer Relationship Management (CRM). Keep CRM up-to-date at all times.
- Set informed projections throughout campaign to ensure portfolio of accounts is on track.
- Understand each account's corporate social responsibility strategy and integrate a year-long strategy that includes grants, sponsorships, employee giving, and/or volunteerism to align with these goals.
- Prepare documentation and promote sponsorship opportunities for accounts to partner with United Way. Prepare and share annual sponsorship recaps for accounts.

- Prepare and deliver external presentations about United Way. Presentations will vary in topic, length and audience size.
- Increase meaningful engagement of small and mid-sized organizations and their leaders by offering year-round opportunities to learn and give back.

#### **DEVELOP PROSPECTS AND SECURE NEW GIFTS**

- Identify individual and organization prospects and prepare and maintain prospect lists.
- Analyze data, campaign results and trends as a basis for developing strategies for growth.
- Develop effective strategies to secure new workplace giving campaigns, sponsorships, corporate gifts, and other sources of revenue.

#### **ADDITIONAL SKILLS & COMPETENCIES**

- Ability to apply word processing and database management software concepts to practical situations. Proficient with computer applications such as Microsoft Office, Word, Excel, PowerPoint.
- Good understanding of group dynamics and good group facilitation skills.
- Experience in working with diverse populations.
- Ability to prioritize and balance competing demands.
- Ability to work in a complex environment using technical and interpersonal skills.

#### **QUALIFICATION REQUIREMENTS:**

##### **EDUCATION AND/OR EXPERIENCE**

- Bachelor's degree preferred, or four years of professional level work experience in relation to resource development, relationship development/management, sales, marketing or public relations.

##### **LANGUAGE SKILLS**

- Ability to read, analyze and interpret general business periodicals and professional journals. Ability to write reports and business correspondence. Ability to effectively present information and respond to questions from groups of managers, vendors, customers, and volunteers. Solid written and verbal skills required.

##### **MATHEMATICAL SKILLS**

- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

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##### **TRANSPORTATION REQUIREMENTS:**

- Individual must possess a valid driver's license and car insurance.

##### **PHYSICAL DEMANDS:**

The physical demands at UWGCR are representative of what is needed to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to stand, sit, talk, hear, and use hands and fingers to operate a computer and telephone keyboard, reach, stoop and occasionally kneel.
- Specific vision abilities required by this job include close vision requirements due to computer work.
- Light to moderate lifting is required (such as loading paper into a paper tray).
- Ability to uphold to the stress of traveling (in designated positions).
- Regular, predictable attendance is required; including additional overtime as business demands dictate.

**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.

- Moderate noise (business office with computers, phone, printers and light traffic).
- Ability to work in a confined area.
- Ability to sit at a computer terminal for an extended period of time.

**AMERICANS WITH DISABILITIES**

*It is the policy of UWGCR to comply with all relevant and applicable provisions of the Americans With Disabilities Act (ADA), as amended. UWGCR will not discriminate against any qualified applicant with respect to any terms, privileges or conditions of employment based upon an individual's physical or mental disability. UWGCR will also make reasonable accommodation whenever and wherever possible for all employees or applicants with disabilities provided that the individual is otherwise qualified to safely perform the duties and assignments required by the job, and provided that any accommodation does not require significant difficulty or expense. UWGCR's policy of non-discrimination applies to all personnel and employment practices including, but not limited to, job application procedures, hiring, advancement, termination, compensation, job training and other terms, conditions and privileges of employment.*

**EQUAL OPPORTUNITY EMPLOYER**

*It is the policy of UWGCR to provide equal employment opportunity to all individuals regardless of their race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, veteran status or military service, or other non-merit factor or other legally protected characteristic. This applies to all recruiting, hiring, placement, training, promotion, compensation, transfers and other employment-related programs and personnel actions.*