

**UNITED WAY OF THE GREATER CAPITAL REGION  
CAREER OPPORTUNITY**

POSITION: <b>Relationship Manager</b>	SALARY RANGE: <b>\$45,000 - \$55,000</b>	REVISION DATE:
DEPARTMENT: <b>Resource Development</b>	TEAM:	ORINATION DATE:
REPORTS TO: <b>Chief Philanthropy Officer</b>	EMPLOYMENT STATUS: <b>Full-time</b>	WAGE CATEGORY: <b>Exempt</b>

**JOIN THE TEAM!**

United Way of the Greater Capital Region is a dynamic work environment comprised of dedicated professionals who are driven to make our community a better place. Our culture fosters collaboration, teamwork, open communication, leadership, integrity, and accountability. Join our team and make an impact serving our region with your time and talent.

**MISSION**

United Way of the Greater Capital Region improves lives and advances the common good in the Greater Capital Region by mobilizing the caring power of donors, volunteers and community partners to give, volunteer and advocate for local people in need.

**VALUES**

We are guided by the following values:

- Be radically candid and transparent
- Think boldly and creatively to problem-solve differently
- Lead with trust, gratitude, and humility
- Commit to excellence
- Take care of each other
- Celebrate innovation
- Consistently collaborate, learn, and grow

**SUMMARY**

This position is responsible for all fundraising planning and activities for an assigned portfolio. Work responsibilities include but are not limited to: develop meaningful relationships; work with the Resource Development team to develop department strategies, develop and implement new initiatives to ignite workplace campaigns to raise money to help United Way of the Greater Capital Region.

This position requires creativity and organization in a fast-paced environment to cultivate and maintain strong relationships with donors.



## **ESSENTIAL FUNCTIONS**

- Develops and cultivates fundraising strategies for assigned portfolios and donor relationships
- Collaborates in strategic planning for the annual campaign
- Responsible for creating and meeting fundraising goals
- Meet or exceed assigned revenue goals and targets
- Manage collection of account information and input data to ensure accuracy of Customer Relationship Management (CRM). Keep CRM up to date at all times.
- Works with assigned coordinators in portfolio to develop and implement a United Way presence at the workplace on a year-round basis, including leadership development cultivation, special events, and/or volunteer activities
- Prepare and deliver external presentations about United Way. Presentations will vary in topic, length and audience size
- Responsible for data collection, analysis, reporting and integrity for assigned portfolios
- Collaborates on long-range planning initiatives for the Resource Development Department
- Provides training to Employee Campaign Managers, updates training materials, and facilitates volunteer recognition initiatives
- Collaborates across departments within UWGCR to develop strategy and goal setting for donor communities
- Serves as a leader with marketing colleagues in co-developing the communication strategy, solicitations, and stewardship materials
- Consistently demonstrates the values and mission of the United Way
- Performs other duties as assigned

## **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

## **SKILLS AND COMPETENCIES**

- Effective communication
- Business acumen
- Communication proficiency
- Ethical/credible
- Goal oriented
- Initiative/self-starter
- Relationship management
- Strategic thinker

## **SUPERVISORY RESPONSIBILITY**

None

## **EXPERIENCE**

2 years of experience in fundraising, development, sales, customer service or related field. Previous not-for-profit experience is preferred. Broad range of experience considered.



## **UNITED WAY'S COMMITMENT TO DIVERSITY, EQUITY, & INCLUSION**

United Way of the Greater Capital Region (UWGCR) is committed to embracing and advancing diversity, equity, and inclusive excellence. As an organization and community partner, UWGCR seeks to work collaboratively with members of ethnically/racially minoritized, international, LGBTQIA+, and disability communities as well as diverse gender identities, socioeconomic backgrounds, religions, and political beliefs, to create equitable and inclusive spaces and opportunities through intentional and impactful practices. We achieve this goal by addressing and combating systemic, institutional, and historical barriers. Collectively, we acknowledge that diversity, equity, and inclusion can only be achieved when we recognize, create space, and listen attentively to individuals from historically excluded groups as equal partners. Additionally, we strive to develop and implement policies and systems grounded in antiracism. To this end, we commit to intentionally creating pathways for individuals of historically minoritized groups to be included in leadership, planning, and decision-making roles, including business opportunities with UWGCR and partnering institutions. We maintain that building, strengthening, and sustaining diversity, equity, and inclusion in our community and society requires an ongoing commitment that is fully expressed and supported in organizational culture, values, norms, policies, practices, and behaviors.

**Interested applicants should send a cover letter and resume to [hr@unitedwaygcr.org](mailto:hr@unitedwaygcr.org) with the title of the position as the subject. Applications will be reviewed on a rolling basis.**

