

## UNITED WAY OF THE GREATER CAPITAL REGION

### POSITION DESCRIPTION

**Job Description: Corporate Relationship Manager**

**Department: Resource Development**

**Reports to: Assistant Director, Corporate Partnerships**

**Employment Type: Full-time Exempt**

### About the Organization

United Way of the Greater Capital Region (UWGCR) is a leading nonprofit organization and social impact innovator dedicated to addressing the region's greatest challenges in health, youth opportunity, community resiliency, and financial security. With a mission to harness the power of community to give, advocate, and serve, UWGCR ensures that every individual and family has the opportunity to thrive.

As the Capital Region's most powerful convenor of multi-sector collaborations, UWGCR bridges the gap between community needs and the philanthropic interests of corporate, individual, and foundation donors. The organization drives transformative change through collective action, focusing on four key pillars:

- **Growing Philanthropic Impact:** UWGCR increases philanthropic investment and facilitates the effective design and delivery of social services to meet critical community needs.
- **Strengthening Capacity:** Growing the capabilities of United Way and providing our nonprofit partners with the resources and support necessary to achieve lasting community service objectives.
- **Engaging Stakeholders:** Building relationships, facilitating conversations, and providing meaningful service opportunities to unite diverse stakeholders and drive regional progress.
- **Advocating for Change:** Partnering with organizations to secure the resources required to address the region's most pressing issues and create a more equitable future.

Through its commitment to uniting people and resources, United Way of the Greater Capital Region transforms lives, strengthens communities, and creates a thriving, resilient region for all.

## **Position Overview**

Reporting to the Assistant Director of Corporate Partnerships, the Corporate Relationship Manager plays a key role on the Resource Development team and contributes directly to the success of United Way of the Greater Capital Region's (UWGCR) year-round corporate engagement strategy.

This position is responsible for managing and growing a portfolio of 100+ corporate partners and prospects. The Corporate Relationship Manager will cultivate strong relationships with companies, aligning United Way's mission with each partner's Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG) priorities. A core responsibility of this role is planning and executing customized, high-impact workplace giving campaigns—engaging employees, motivating campaign coordinators, and securing year-round support through corporate gifts, sponsorships, and employee giving.

The ideal candidate is relationship-driven, strategic, and comfortable engaging with both Employee Campaign Coordinators and C-suite executives. They should have the ability to manage multiple projects simultaneously, deliver on fundraising goals, and represent UWGCR with professionalism and enthusiasm in all settings.

## **Key Responsibilities**

- **Portfolio Management**
  - Manage and grow a portfolio of 100+ current and prospective corporate partners.

- Cultivate year-round engagement through workplace giving campaigns, sponsorships, and direct corporate support.
- Build and maintain strong relationships with key stakeholders, including Employee Campaign Coordinators and company executives.
- **Workplace Campaign Execution**
  - Plan and implement customized, engaging workplace giving campaigns tailored to each partner's goals.
  - Provide guidance, tools, and support to Employee Campaign Coordinators to ensure successful campaigns.
  - Align campaign strategies with each company's CSR and ESG objectives to maximize shared impact.
- **Donor Stewardship and Communication**
  - Ensure consistent, personalized communication with partners throughout the year.
  - Represent UWGCR at meetings, presentations, and public events to promote partnership and mission alignment.
  - Prepare and facilitate in-person and virtual meetings with donors and prospects.
- **Data & CRM Management**
  - Maintain accurate and timely records of donor activity and engagement using UWGCR's CRM system (StratusLIVE).
  - Analyze data and campaign performance to inform strategy and improve outcomes.
  - Become a subject matter expert in Ignite by StratusLIVE, particularly the Give at Work platform.
- **Events & Sponsorship Support**
  - Support corporate sponsorship efforts for UWGCR events and initiatives.
  - Assist with planning and execution of donor-facing and community events.
- **Other Responsibilities**

- Represent UWGCR in the Capital Region and across the broader United Way network.
- Perform additional duties as assigned.

## **Required Experience, Skills, and Qualifications**

- **Education and Experience**

- Bachelor's degree in a relevant field or equivalent combination of education and experience.
- Minimum of 5 years of progressive experience in nonprofit fundraising, donor engagement, or corporate relations.
- Experience managing donor portfolios, conducting outreach, and executing fundraising campaigns, ideally with corporate partners.

- **Relationship Management & Communication**

- Strong relationship-building skills with a customer service mindset and ability to maintain year-round engagement.
- Confident communicator with the ability to present ideas clearly, write persuasively, and adapt messaging for different audiences.
- Comfortable with public speaking and effective at delivering presentations in both formal and informal settings.
- Comfortable engaging with both frontline contacts and senior executives; able to build trust and credibility across levels.
- High emotional intelligence with the ability to navigate interpersonal dynamics with empathy and professionalism.

- **Collaboration & Execution**

- Team player who works well across departments while maintaining individual accountability for goals and outcomes.
- Able to manage multiple projects and deadlines with strong organizational and time management skills.

- Experience managing third-party fundraising initiatives—such as workplace giving, customer-facing retail campaigns, or cause marketing—strongly preferred.
- Attentive to detail and committed to following through on tasks and responsibilities.
- **Data & Technology Proficiency**
  - Proficiency with CRM systems (preferably StratusLIVE or equivalent) for donor tracking and campaign management.
  - Comfortable using Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and learning new technology platforms.
  - Ability to analyze basic data to inform planning, measure outcomes, and support decision-making.
- **Additional Qualifications**
  - Commitment to diversity, equity, inclusion, and belonging and the mission of United Way of the Greater Capital Region.
  - Flexibility to attend events or meetings outside of standard business hours, as needed.
  - Enthusiasm for learning, growth, and making a positive community impact.

## **Benefits**

Medical/Dental/Vision Insurance, 403(b) plan, PTO, Tuition Assistance

## **United Way of the Greater Capital Region Values & Work Environment**

This position is based at The Blake Annex, a vibrant community hub of like-minded mission-based organizations.

As an organization, 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

### **Our Commitment to Diversity, Equity, & Inclusion**

The United Way of the Greater Capital Region 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.