

Job Description

Job Title: Development Director

Department: Development

Reports To: President & CEO

Status: Full Time, Exempt

Updated: June 2023

Salary: \$90K-\$125K

SUMMARY

United Way of Santa Barbara County (UWSBC) seeks a Development Director to manage development-focused efforts in partnership with individuals, corporations, and foundation-based relationships. The Development Director will assist with UWSBC organizational and community goals by performing these duties in partnership with staff members, volunteers, or others. The Development Director will work cross-functionally with Community Impact and Finance departments.

PURPOSE

- Increase customer satisfaction and customer perception of UWSBC through all development and marketing activities.
- Develop and track key performance indicators to exceed customer expectations.
- Create, revise, and implement yearly moves management/ consultative selling plan to maintain and gain new relationships.
- Recruit, train, and manage staff team members to respond to a constantly changing environment while continuing to serve clients and recipients better.
- Innovate and manage corporate grants, estate and gift planning, residential, major gifts and workplace giving campaigns to increase market share, average gift, and number of contributors at all levels.
- Help establish and maintain consistent organizational brand image through all development activities, promotional materials, and events.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Additional duties may be assigned.

A. Development Management Responsibilities

Under the direction of the President & CEO:

- Oversee fundraising activities to maximize results and assist in setting performance goals and indicators accordingly for department, self, and team members, including forecasting, analysis, and prospecting opportunities.
- Develop and implement strategic fundraising/development plans to achieve cross-functional UWSBC goals.
- Manage residential, major gifts, and workplace giving campaign activities and sets performance goals accordingly for department, self, and team members, including forecasting, analysis, opportunities.
- Examine and use appropriate mix of face-to-face, grant writing, direct mail, government grants and contracts, fundraising events, corporate gifts, employee gifts, retiree gifts, major gifts, and planned gifts an any other agreed-upon tool to accomplish the organizations' development goals.
- Meet with key donors, assisting development executives with maintaining relationships, negotiating, and securing organizational campaigns and individual gifts.
- Deliver development presentations to important clients in coordination with development executives.
- Review market analysis to determine donor needs, market strategies, formulate policy, and determine products or services to retain/dismiss, or create.
- Perform recruiting, training, and performance evaluations to develop and control fundraising/development program.
- Assign, track, and coach campaign accounts to other development team members.
- Recommend, create, and implement strategic marketing plans to achieve organizational objectives from all development related activities, including UWSBC's online presence and campaign materials.
- Analyze marketing programs and adjusts strategy and tactics to increase their effectiveness.

- Represent UWSBC at trade or community meetings to promote programs and services.
- Recommend, analyze, and control expenditures of all development activities to conform to budgetary requirements.
- Works cross-functionally with other departments (Community Impact, Finance) to achieve organizational goals.
- Meets weekly with the President & CEO to provide post campaign reports, analysis, and regular status reports on all development related activities.

B. Direct Development Responsibility

- Work closely with the President & CEO to organize and direct all fundraising efforts to reach specific customer driven quality goals and increase revenue.
- Personally steward a relationship portfolio.
- Recruit, train, and facilitate the efforts of a variety of volunteers in key volunteer committees (campaign cabinet, leadership circle, development committee) to maximize goals.
- Organize and support an appropriate volunteer/staff structure that provides information, materials, and guidance to increase the annual development results, market share and participation efforts.
- Recruit, motivate, and train staff team to become more familiar with and use a variety of techniques to track process and increase efficiency and effectiveness in fundraising.
- Manage staff team to maximize fundraising efforts, collection of pledges, tracking of customer defined quality performance indicators, implementing activities to improve those indicators using a variety of tools and assessments.
- Be a strong and proactive advocate of UWSBC corporate policies and directions to all audiences including board members, committee members, staff, volunteers and public.
- Develop and continually review long-term strategies to maximize organizational performances and build positive relationships within the community.
- Meet weekly with the President & CEO

C. Processing & Reporting

- Review for accuracy and submit all workplace campaign reports to the Chief Financial Officer in accordance with the Donor Reporting Policy.
- Run the Comparison Report and 2-Year Campaign Report monthly.
- Create and monitor any necessary adjustments in CRM software in accordance with the Campaign Reporting Policy.
- In conjunction with the Chief Financial Officer, work with processor to ensure all reports are properly entered into CRM software in a timely manner.
- Execute and deliver payroll reports to all necessary campaign accounting departments.

D. Event Management

Under the direction of the President & CEO:

- Current event responsibilities include the Campaign Cabinet Meeting, Annual Awards, ADT / Leadership Reception, Red Feather Ball, Woman United Luncheon, Young Leader Society activities, Executive Club Meetings and the holiday gift drive. Other events may be assigned.
- Determine objectives of development focused events and plan details such as target audiences, purpose, goals, etc.
- Develop plans to achieve conformance to branding, needs, and organizational goals of event.
- Personally, or through assigned staff, obtain sponsors and underwriting gifts to offset event expenses whenever possible.

E. Affinity Groups

Overall management and oversight of selected Societies and Affinity Groups

- Create annual and long-range goals for the successful growth of Woman United and the Young Leaders Society.
- Develop, strategize, and execute plans to increase membership and participation.
- Plan and deliver volunteer, networking, fundraising, and professional development events.

- Review quarterly the group membership list and make necessary updates in CRM software.
- Provide leadership and direction to the groups Executive Committee and Ambassadors.
- In conjunction with the Executive Committee and UWSBC staff, oversee planning, budgeting, logistics, marketing, sponsorships, and event follow-up.

Qualifications:

4-year college degree is required, and five years+ of non-profit marketing, sales and/or presentation experience, preferably acquired through employment in a United Way organization; or an equivalent combination of experience and education. Demonstrated ability to supervise and motivate a team of staff and volunteers. The requirements listed below are representative of the knowledge, skills and/or abilities required for this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the described functions.

Language Skills

Ability to read, analyze, and interpret scientific, technical or business journals, financial reports, and legal documents. Ability to write reports, business correspondence, and policy and procedure manuals. Ability to prepare and present presentations and conduct effective meetings. Ability to respond effectively to inquiries or complaints from clients, peers, subordinates, top management, or other members of the business community. Ability to speak, write, or understand Spanish is desired.

Mathematical Skills

Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations. Demonstrated ability to analyze data and present data in an understandable form.

Computer Skills

Ability to use word processing, spreadsheet, and database applications. Ability to learn and become proficient in use of various relevant software programs.

Certificates, Licenses, and Registrations

Valid driver's license preferred.

Desired Knowledge, Skills, and Abilities

Skill in preparing and conducting effective presentations.

Ability to work independently.

Ability to speak comfortably in front of large groups of people.

Ability to establish a schedule of work activities and proper focus on priorities.

Ability to manage multiple projects simultaneously with high attention to detail.

Strong follow-up skills and a firm approach to communicating expectations to colleagues and/or volunteers.

Ability to carry out procedures to ensure work is completed error-free.

Excellent writing skills, verbal skills (including public speaking), interpersonal skills, team-building skills.

Ability to maintain stable performance under pressure or opposition.

Ability to travel to meetings and professional seminars.

Ability to be flexible in changing daily workload priorities as directed.

Ability to coordinate and synchronize multiple projects.

Ability to handle restricted, confidential, private, or personal information.

Ability to conduct a significant amount of planning activities for self and others.

Ability to guide and delegate to volunteers.

Ability to take initiative and make decisions within company guidelines.

Ability to work a flexible schedule outside of standard office hours. (?)

Ability to use various office machines such as personal computer, FAX, copier, and telephone.

Ability to use MS Outlook, Word, Excel, and Powerpoint, at intermediate level or better.

Ability to drive a car and provide transportation.

Core Competencies

Mission-Focused	All United Way employees recognize that the organization's top priority is to create real social change that improves lives and changes community conditions. This drives their performance and motivations.
Relationship-Oriented	All United Way employees are responsible for cultivating and managing relationships, fostering an atmosphere of trust, while taking a collaborative approach to addressing issues.
Results-Driven	All United Way employees are accountable for achieving individual performance goals in support of organizational goals.
Brand-Steward	All United Way employees are stewards of the brand and understand their role in protecting the reputation of the organization.
Continuous Learning	All United Way employees demonstrate a desire to acquire knowledge, skills, and abilities necessary to perform effectively.
Critical Thinking	All United Way employees use critical thinking skills to solve problems through basic research, analysis, and interpretation.
Professional Behavior	All United Way employees conduct themselves in a professional manner and follow organizational guidelines and standards.

Physical Demands and Work Environment

The physical demands and work environment characteristics described here 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.

While performing the duties of this job, the employee is regularly required to talk; hear; sit; and use hands to finger, handle or feel. The employee is frequently required to use one or both hands repetitively; grasp simply and lightly; and grasp with one hand only. The employee is occasionally required to stand; walk; use both hands repetitively; grasp firmly with both hands; push and/or pull; use both hands with fine dexterity; reach overhead with hands and arms; climb or balance; use stairs; stoop, kneel, bend, or crouch; lift and/or move up to 25 pounds; and walk on uneven ground and between buildings. Normal 20/20 vision ability (with corrective lenses, if needed) is required by this position. The noise level in the work environment is usually somewhat quiet.

Organizational Background

Since 1923, United Way has served the Santa Barbara County community through funding, partnership development, volunteer services, and by creating, managing, and leading its own unique programs and initiatives that involve dozens of local non-profit, business, and public sector organizations. United Way's mission is driven by a focus on school readiness and academic achievement, financial empowerment, and crisis response and recovery.

General: This description contains the essential functions necessary to evaluate the position. It is not intended and should not be used as an exhaustive list of all responsibilities, skills or efforts.