

320 E Gutierrez Street
Santa Barbara, CA 93101
www.unitedwaysb.org

Position: Development Manager

Organization: United Way of Santa Barbara County

Duration: Full time

Location: 320 E Gutierrez Street, Santa Barbara, CA (In-Office)

Reports to: Director of Strategic Partnerships & Advancement

Compensation: \$60,000-\$75,000/annually, exempt

Position Overview: Development Manager

United Way of Santa Barbara County's (UWSBC) Development Manager, under the direction of the Director of Strategic Partnerships & Advancement, advances effective strategies that steward current residential and workplace donors, increasing organizational revenue. Specifically focused on growing revenue through prospecting of new workplace campaign accounts, leading workplace campaigns, researching donor prospects, organizing donor events, improving development processes, and implementing effective communication and acknowledgment strategies. This position facilitates donor-focused communications and engages individuals from across the community.

Key Responsibilities:

Under the direction of the Director of Strategic Partnerships & Advancement:

A. Residential Donor Cultivation & Stewardship

- **Leadership Collaboration:** Work closely with the Director of Strategic Partnerships & Advancement to organize and direct efforts to reach customer-driven quality goals and increase revenue.
- **Portfolio Management:** Utilize available resources to identify, qualify, and maintain an assigned portfolio of 25+ residential donor accounts, leading to an increase in annual giving. These accounts will be a strategic mix of longevity donors, first-time donors, and donors in UWSBC's Leadership (\$1,000+) and Alexis de Tocqueville (\$10,000+) giving circles.
- **Fundraising Mix:** Leverage an appropriate mix of home donors, corporate gifts, employee gifts, retiree gifts, major gifts, and planned gifts. Facilitate donor meetings, and as needed, accompany senior staff to accomplish the organization's development goals.
- **Donor Engagement:** Meet with key donors, for the purpose of cultivating new, and maintaining current donors and better engaging them in the mission of UWSBC. Create a communication and marketing plan for each assigned individual.
- **Community Representation:** Represent UWSBC at trade or community meetings to promote programs and services.

B. Workplace Giving Campaigns

- **Effectively communicate:** Engage countywide with workplaces to communicate the value of UWSBC in one-to-one and one-to-many communications including oral, written, and electronic sales presentations.
- **Manage & Steward:** a portfolio of 25+ workplace relationships, including existing accounts and prospect accounts. Running successful workplace campaigns that engage new employee donors in United Way's mission.
- **Relationship Building:** Use presentation and interpersonal skills to build relationships with employees and top-level executives.
- **Prospect & Develop:** Utilize fundraising and development skills to prospect new gifts and increase current gifts. Identify new revenue-generating partnerships to achieve fundraising goals.
- **Leadership & ADT Donor Cultivation and Stewardship:** Within workplace campaigns, identify, qualify, cultivate, and steward new and existing leadership and above gifts.

C. Development Department Process and Goals

- **Goals & Objectives:** Participate in individual and development team goals to improve donor relations, maximize fundraising efforts, improve materials, and increase the percentage of revenue for United Way.
- **Collaboration:** Engage with both the Community Impact team and Marketing & Communications team to provide information and manage volunteer opportunities for accounts and produce content for digital and print marketing channels.
- **Process & Procedure:** Work closely with the Director of Strategic Partnerships & Advancement to identify areas for improvement and implement new processes and approaches to better engage community members and donors.
- **Brand Consistency:** Maintain a consistent organizational brand image through all development activities.

D. Event Management

- **Event Participation:** Work closely with the Director of Strategic Partnerships & Advancement and other team members to support strategic fundraising events throughout the year, including the ADT & Leadership Reception, Red Feather Ball, and other events as assigned.
- **Sponsorships:** Obtain sponsors and underwriting gifts to offset event expenses.
- **Event Attendance:** Assist in recruiting event attendees through personal phone calls, emails, and other forms of communication.

E. Data Management & Reporting

- **Accurate Record Keeping:** Maintain the integrity of data systems and records, ensuring meticulous organization and accuracy in the documentation of funding data and other pertinent information.
- **Reporting:** Generate comprehensive reports delineating program growth and productivity, leveraging data insights to inform strategic decision-making.

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- **Data Collection:** Engage in special projects as assigned to collect and update donor data and records.
 - **Reporting:** Meet bi-weekly with the Director of Strategic Partnerships and Advancement to provide fundraising reports, analysis, and regular status reports on all development-related activities.
- F. Other duties as assigned.

Qualifications:

- Bachelor's degree and three years+ fundraising, donor relations, non-profit, or related experience required, or an equivalent combination of experience and education is preferred.
- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

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.

Desired Knowledge, Skills, and Abilities

- Excellent writing skills
- Ability to work independently
- Speak comfortably in front of large groups of people
- Perform under strong workloads and high expectations
- Establish a schedule of work activities and proper focus on priorities
- Manage multiple projects simultaneously with high attention to detail
- Deliver firm approach to communicating expectations to applicants
- Carry out procedures to ensure work is completed error-free
- Ability to handle restricted, confidential, private, or personal information
- As needed, work a flexible schedule outside of standard office hours.

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.

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Santa Barbara County:

Since 1923, United Way of Santa Barbara County has been a key leader in local efforts to empower children, families, and communities through its own unique collaborative programs and initiatives, partnership convening efforts, volunteer development, and funding. United Way's mission is to enrich the lives of children and families and build resilient communities by leading local programs and partnerships that improve school readiness and academic achievement, financial empowerment, and crisis response and recovery. To learn more, please visit unitedwaysb.org.

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.

United Way of Santa Barbara County provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.