



DIRECTOR OF RESOURCE DEVELOPMENT AND MARKETING

POSITION DESCRIPTION

TITLE: Director of Resource Development and Marketing

REPORT TO: Executive Director

Role:

Responsible for providing strong, innovative and collaborative leadership in developing and maintaining financial resources, including the annual campaign and specific development programs. Serves as the lead staff for several teams, including, but not limited to Campaign and Kick-Off Committees.

Examples of Duties and Responsibilities:

Resource Development:

- Coordinates special events and specific fundraising efforts, which increase the visibility of United Way of Greater Oswego County in the community.
- Directs volunteer leadership, cultivation, recruitment and training, especially in working with the Campaign Committee and Company Coordinators.
- Establishes policies, procedures, direction and strategies of the Annual Campaign effort.
- Manages the organization and preparation of reports and other materials designed to educate and engage volunteers and staff about campaign programs and procedures.
- Analyzes markets to identify areas of opportunity and community potential.
- Builds and maintains relationships with local businesses, groups, and stakeholders, and provides opportunities for engagement that fit their unique missions and abilities.
- Represents the United Way of Greater Oswego County at various community events as required, and speaks on behalf of the United Way of Greater Oswego County.
- Assists with the completion of special assignments and projects as assigned.

Marketing:

- Directs the communication strategies for a countywide fundraising program, including development and implementation of strategies and goals for identifying, soliciting and

cultivating long-term relationships with United Way of Greater Oswego County's stakeholders.

- Directs planning and coordination of general and specific communications programs and develops a year-round communications plan.
- Supports the development of press releases, flyers, brochures and graphics to promote special events and Annual Campaign outreach.
- Coordinates production and delivery of materials with printer.
- Oversees United Way social media accounts, including Facebook, Twitter and Instagram, and develops content for all platforms to strengthen the organization's brand and build awareness of its mission and programs.

Qualifications / Requirement:

Experience in fundraising, sales or customer service. Experience working in a non-profit environment. Excellent oral and written communications skills are a must. Strong time/project management and people skills required. Must have basic understanding of a personal computer and related application software, such as Word & Microsoft Excel, as well as knowledge of PC networks and related software. College degree preferred.

In addition, all United Way employees are expected to promote teamwork and an atmosphere of cooperation and support.

The statements contained in this position description are intended to describe the general routine and level of work of the position of Director of Resource Development and Marketing. They are not intended to be an exhaustive list of all responsibilities, duties or skills required by the position. All United Way employees will be expected to perform other duties as assigned.