

POSITION DESCRIPTION UNITED WAY OF GREATER KANSAS CITY

Title: Senior Manager, Leadership Giving

Reports To: Senior Vice President, Community Impact

Date Updated: January 2012

Approved by: Senior Vice President, Resource Development
Director, Human Resources

Impact Council:

The Senior Manager, Leadership Giving must thrive on teamwork and will serve on one of three cross-functional Impact Councils– Education, Income or Health, as well as a functional Resource Development team.

Summary:

Responsible for maintenance and enhancement of Leadership Giving including membership, recognition, committees, events, prospecting, publications, acknowledgements, database management (supported by administrative staff), and volunteers. Also leads the Young Leaders Society including all subcommittee efforts and initiatives as well as working jointly with the Vice President of Leadership & Legacy Giving on the Young Leaders of Tocqueville affinity group.

Major Duties and Responsibilities:

Resource Development

Retain current Leadership level donors while working to increase the number of new Leadership level donors through year-round donor-centered cultivation and solicitation strategies.

Achieve retention and growth goals by creating a high-touch donor management and recognition program for leadership donors regardless of affinity group status.

Work in close conjunction with the Marketing Department to become proficient in email design in order to create and deploy regular electronic communications with leadership donors regardless of affinity group status and coordinate timely updates to the Young Leaders Society (YLS) Facebook Group with the Marketing department.

The Project Manager of the annual Leadership Book working in close conjunction with the departmental administrative assistants and Marketing department on the production of the annual “Leaders in Giving” book ensuring it is completed in time for Pacesetter Campaigns.

Develop and coordinate the messaging and dissemination of annual leadership campaign forms, including affinity group paperwork that can be customized by various workplace campaigns.

Coordinate printed collateral (mass mail letters, newsletters, brochures, etc.) with the Marketing department.

Oversee the work of the Leadership Giving Administrative Assistant to maintain accurate donor and prospect information in Andar. Likewise work with department and agency colleagues to have knowledge of and/or create report for basic data mines pertinent to work with leadership donors.

Work with donor relations staff as the lead staff supporting Leadership Campaigns in the workplace.

Work closely with the Vice President of Leadership & Legacy Giving to provide training on leadership giving for Leadership Campaign Managers (LCMs), Employee Campaign Managers (ECMs), and Community Resource Consultants (CRCs).

Maintain a Leadership Speakers Bureau.

Staff any Leadership Giving *ad hoc* committees around mobilization, donor retention & growth, and product development as necessary.

Assist as requested with staffing of Women's Leadership Council (WLC) and Tocqueville Society events.

Other duties as requested by senior leadership around product development and mobilization initiatives.

Community Impact

In conjunction with Community Impact staff, help develop opportunities to connect donors' philanthropic interests with the Impact Council.

Develop and demonstrate expertise in communicating and advancing Impact Council goals, programs and outcomes, as well as understanding the entire Community Impact Agenda.

Identify, leverage and connect relationships and resources to support Impact Council.

Participates in relevant Impact Council educational and training opportunities.

Support certification and allocations processes.

Assist in managing community initiatives and other special projects.

Support volunteer engagement activities in the assigned Impact Council.

Qualifications:

1. Bachelor's Degree
2. Three years of Fundraising, marketing or sales experience preferred.
3. A proven track record of exceeding goals.
4. Excellent interpersonal, organization and communications skills.
5. Self-starter with a positive attitude and passion for collaboration.
6. Genuine commitment to the mission, values and work of United Way.
7. Creative, detail-oriented, fast-paced personality.
8. Ability to at times work a flexible schedule, sometimes involving evening and early morning work.
9. Proficient in Microsoft Office applications.

Please e-mail resume and cover letter to:

Sarah Haberberger at sarahhaberberger@uwgkc.org

Please direct all position inquiries to:

Sarah Haberberger at sarahhaberberger@uwgkc.org