

**United Way of Washtenaw County
Position Description**

Description: Development & Communications Manager
Reports to: Director of Resource Development
Status: Full-Time/Exempt
Salary: \$50,000 - \$55,000

Description of Position

As a Mission Driven, Community Impact United Way, every employee in the organization is responsible to focus on mobilizing human and financial resources to help individuals and families build better lives and a stronger community. This position manages one full time employee, the communications associate and is responsible for delivering our message and generating revenue.

ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to:

- Revenue generation/fundraising activities including but not limited to managing workplace giving accounts as assigned
- Develop and deploy year-round communications plan and organization-wide strategy
- Deliver high quality experience, messaging and increased attendance at United Way events while keeping them within their budget. Events include Annual Meeting, Campaign Kick-Off, Leadership Reception and National Day of Action
- Manage advertising contracts to ensure all benefits are being met including radio and print
- Manage weekly segment with WEMU 89.1 "Washtenaw United" including, but not limited to lining up guests, and content
- Develop and deploy stewardship and digital engagement plan for individual and workplace giving donors
- In association with the Finance Department, ensure the campaign database is accurate and contains timely information for campaign planning, analysis, goal setting and evaluation. Prepares necessary materials for meetings and presentations
- Receive training on Andar, United Ways CRM system
- Collaborate with the Director of Resource Development to ensure the annual campaign theme and campaign related communication resources support the goals of the campaign
- Represent the United Way of Washtenaw County in various community collaborations, meetings and events
- Assist as needed with community impact and other special initiatives
- Other duties as assigned

ACCOUNTABILITY: In order to be successful in this job, candidate must consistently demonstrate:

- Strong interpersonal skills and ability to work effectively with many types of work styles
- Community/service oriented, highly professional with confident people skills
- Strong written and verbal communication skills
- Commitment to providing excellent customer service
- Motivated to work effectively and takes initiative in a diverse environment with an adaptive communication style
- Ability to represent UWWC in a professional manner; maintains client confidentiality at all times

Part II: Scope

Direction of Others:

- Manages one full-time employee Communications Associate

Complexity:

- Ability to work independently with minimal supervision.
- Moderate to high level of analytical skills.
- High level of attention to detail.
- Moderate level of independent thinking and judgment.
- Moderate level of decision making.

Part III: Qualifications

Education and/or Experience:

- Bachelor's Degree in Business, Communications, non-profit Management or equivalent experience.
- Managing direct reports
- Managing advertising and communications efforts
- Event management
- Proficient in Microsoft Office computer applications.
- Demonstrated verbal communication skills and written skills.
- Demonstrated analytical skills.
- High-level of organization and project management skills.
- Demonstrated ability to work in a fast-paced, team-based environment.
- Close attention to detail is required.
- Ability to work with a diverse population.
- Demonstrated ability to manage multiple projects with set deadlines/guidelines.
- Ability to provide a professional appearance and exemplary interpersonal skills, believe in customer service, and have the highest ethical standards when interfacing with donors, volunteers, and agency representatives.

Part IV: Working Conditions

- Ability to transport and lift 25 pounds.
- Current valid Driver's license.
- Acceptance of work outside of normal business hours.
- Ability to be flexible and efficient, yet meet deadlines.

To apply send a cover letter and resume to Susan Smith, Director of Resource Development at ssmith@uwwashtenaw.org.