



United Way of the Virginia Peninsula

101 York Crossing Rd.

Yorktown, VA 23692

(757)229-2222

Job Title:	Corporate Relations & Campaign Manager
Reporting to:	Director of Development
Department:	Resource Development
Classification:	Full-time, Salary

Overall Purpose of this Role:

This relationship-focused servant leader helps to support resource development and fundraising strategies on the Virginia Peninsula. This position oversees the United Way of the Virginia Peninsula corporate and employee engagement partnerships and campaigns, while working collaboratively with internal teams to ensure smooth execution and cross-functional support.

This position is responsible for ensuring the success of the workplace giving campaign and year-round giving, developing and executing programs designed to augment UWVP's fundraising and corporate relationship management strategies. Includes, but is not limited to, workplace giving campaign, new business solicitations, developing year-round giving programs, corporate sponsorships, and other strategies designed to build giving relationships with new and existing corporations.

As a community fundraiser, the Corporate Relations & Campaign Manager directly contributes to United Way of the Virginia Peninsula's mission, mobilizing and leveraging funds to support nonprofit services, collaborative solutions, and essential household assistance. Through strategic corporate engagement and collaboration with both external and internal partners, this role helps ensure sustained support for those in need.

Workplace Giving, Corporate Giving, and Sponsorships:

- Develop, implement, and manage comprehensive corporate giving strategies that drive growth, retention, and engagement
- Oversee and manage corporate campaign accounts to ensure alignment with fundraising goals
- Support accurate and timely data entry related to campaign progress, donor information, and reporting needs
- Develop targeted corporate market segment strategies to maximize outreach
- Track and evaluate effectiveness of strategies, campaigns, and overall results
- Monitor performance of campaigns, providing progress reports, projections, and data insights as needed

- Identify opportunities for enhanced corporate engagement through sponsorships, matching gifts, and year-round giving programs
- Develop individual relationships with corporate and community leaders
- Coordinate with internal United Way teams to align campaign messaging, donor stewardship, and engagement strategies

Key Competencies

- **Relationship Building:** Ability to engage, motivate, and maintain positive relationships with donors, volunteers, community members, and colleagues
- **Team Player:** Works well with others to achieve a shared goal, while also contributing to the team's success
- **Collaborative:** Proactively collaborates with internal teams across departments to ensure cohesive communication, strategy alignment, and optimal donor experience
- **Project Management:** Ability to manage multiple projects simultaneously, prioritize tasks, and meet deadlines
- **Detail-Oriented:** Strong attention to detail, ensuring accuracy and thoroughness in all tasks, including data entry and campaign documentation
- **Problem-Solving:** The ability to troubleshoot issues, resolve conflicts, and adapt to changes quickly in a fast-paced environment
- **Adaptability to Change:** Willingness to adapt to new processes, technologies, and program requirements, and help others adjust as well
- **Results-Driven:** Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact
- **Action-Oriented:** Look for new solutions to old problems, take on new opportunities, and approach challenges with a sense of urgency, high energy, and enthusiasm
- **Responsive:** Ability to respond promptly to internal and external customers, prioritize inquiries, and act as needs arise

Qualifications and Experience:

- Minimum of 3 years' experience in nonprofit fundraising or related role preferred
- Bachelor's degree in business, marketing, nonprofit management, communications or related field (or equivalent work experience)
- Or, a comparable combination of education and work experience
- Technical proficiencies in Microsoft Office Suite, internet search engines as an end user, and social media platforms
- Ability to be up and moving around for long periods of time, up to 8+ hours a day for events and independently complete event set up that may require moving up to 30 pounds
- Valid driver's license, automobile insurance, and reliable transportation

This position works in-office and in the community. Remote and hybrid options are not available.

Interested candidates should send their resume to info@uwvp.org.