



## **United Way of the Virginia Peninsula**

101 York Crossing Rd.  
Yorktown, VA 23692  
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**Job Title:** Director of Resource Development  
**Reporting to:** CEO  
**Department:** Resource Development and Marketing  
**Classification:** Full-time, Salary

### **Overall Purpose of this role:**

This relationship-focused servant leader helps determine and execute impactful resource development and fundraising strategies on the Virginia Peninsula. This position provides oversight and support to staff and volunteers working to raise awareness, funds, and volunteerism through the traditional United Way Workplace Campaign as well as through other diversified streams of revenue.

As the community fundraiser, funds raised by United Way of the Virginia Peninsula (UWVP) are mobilized and leveraged to support direct-service nonprofit organizations, build and support collaborative solutions, and to ensure that households in our community can access assistance for basic needs and long-term supports.

The Director of Resource Development works in tandem with the Board of Directors, CEO, and other leadership positions to ensure that fundraising and partnerships contribute to our organization's mission to improve lives and our collective impact efforts to address poverty on the Virginia Peninsula. Key responsibilities for this position include strategic leadership, program and performance management, fund development, and relationship building.

### **Strategic Leadership**

- Define goals and strategies in coordination with the Board and CEO to build impactful partnerships, raise funds, and encourage volunteerism as a part of the organization's overall Collective Impact Agenda
- Operationalize complex and strategic plans and objectives in order to direct tactics and tasks to appropriate staff, volunteers, and groups that maximize efficiency and performance
- Recruit, equip, and manage staff and volunteers working to raise funds and mobilize resources in the community including assigned Board Committee(s), the Annual Campaign Cabinet, Campaign partners and coordinators, affinity group leaders and members, and other committees associated with events and initiatives



- Participate as a member of the Senior Leadership Team to provide united, transparent, and supportive leadership presence across the organization that promotes responsiveness, accountability, and kindness.
- Model UWVP's guiding principles with all internal and external staff: Kindness, Optimism, and Partnership
- Set and prioritize long-term goals and short-term objectives, and manages activities to ensure continuity and purpose-driven outcomes
- Monitor trends and research related to philanthropy and resource development models
- Maintain confidentiality and discretion when appropriate, balanced with an intentional effort to be transparent and maintain a high level of integrity and fidelity to the United Way mission and vision

### **Program and Performance Management**

- Compose defined long-term and annual resource development plans aligned with organizational strategies
- Evaluate outcomes and other metrics related to each revenue stream and identify opportunities to enhance partnerships, processes, and relationships in order to improve performance
- Evaluate resource development staff performance and provide opportunities for growth and development
- Develop, organize, and lead the planning of annual events and donor experiences related to affinity groups, the annual campaign, and special initiatives
- In partnership with the CEO, develop the annual budgeted revenue and manage expenses related to fundraising efforts
- Assist in establishing and managing operating and administrative policies and procedures related to resource development
- In coordination with the Director of Administration, supervise data entry and quality related to resource development and philanthropy including donor details and gift designations

### **Fund Development**

- In conjunction with the CEO, Community Impact leadership, and assigned Board Committee(s), identify opportunities and devise strategies and plans to strengthen and diversify partnerships and grow revenue
- Manage and grow multiple streams of revenue including the United Way Workplace campaign, corporate support, major and legacy gifts, peer-to-peer fundraising, and collaborative grant opportunities



- Enhance UWVP's service delivery efforts related to volunteerism, pledge processing, and philanthropy to best align with Corporate Social Responsibility models
- In coordination with the CEO, cultivate, steward, and solicit current and prospective donors
- Ensure the integrity of pledge and gift processing with transparency and foster trust with donors, partners, and community stakeholders
- Execute an effective process for ensuring that every donation is accounted for appropriately and that every donor receives appropriately personalized gratitude

### **Relationship Building**

- Build and promote a discipline of relationship management across the organization, specifically in areas providing direct and critical support to resource development
- Cultivate and sustain positive, productive relationships with volunteers, community and business leaders, donors, fund recipients, and staff
- Work in partnership with the CEO to engage and educate members of the business and financial community about United Way's resource development initiatives and collective impact strategies
- Build and grow relationships with other fund-making organizations in order to strengthen partnerships and build collaborative funding programs
- Identify and interpret relevant donor and volunteer aspirations in order to connect resources with community and organizational needs
- Effectively communicate with diverse audiences to share the UWVP mission in a way that compels others to give, volunteer, or connect with the organization in a meaningful way
- In partnership with the CEO and Marketing staff, develop mass communications related to major accomplishments, crisis response, and general organizational news

### **Key Competencies:**

- Visionary, strategic, and innovative
- Ability to understand and simplify complexities
- Shows kindness and diligence in the face of adversity
- Self-propelled initiative
- Knowledge of standard CRMs and donor databases
- Compelling public speaker and facilitation
- Values diversity and inclusion and strives for equity
- Seeks and shares knowledge collaboratively
- Focused and driven to achieve shared goals



- Adaptable to shifting priorities and various environments
- Accountable for results
- Ability to galvanize internal and external constituents around shared goals

The ideal candidate will possess the following qualifications:

- Minimum of 5 years' experience in nonprofit fundraising or related roles
- Undergraduate degree in Business Administration, Human Services, Leadership or related field.
- Technical proficiencies in Microsoft Office Suite, internet search engines as an end user, and social media platforms
- Ability to participate in some reasonable physical activity such as lifting, bending and moving, (accommodations will be considered as needed) related to event preparation and special programs
- Valid Driver's license, automobile insurance, and reliable transportation required

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](mailto:info@uwvp.org).