

## UNITED WAY OF THE MIDLANDS

### POSITION DESCRIPTION

Date established: 11/30/22

**Position Title:** Philanthropy Officer, Young Leaders Society

**Department:** Resource Development

**Supervisor:** Director of Community Engagement

**Position Status:** Regular, Full-Time, Subject to an Annual Review

**Job Classification:** Exempt

In compliance with the Fair Labor Standards Act, this position is classified as an exempt position and the employee is not eligible for overtime. Some evening and weekend hours may be required.

### POSITION SUMMARY

The mission of United Way of the Midlands is simple: We unite people and resources to improve the quality of life in the Midlands. Through the generosity of local donors, UWM raises over \$12 million annually to drive community impact in the areas of education, financial stability, and health.

This position is responsible for growing our engagement with donors and volunteers by managing the Young Leaders Society (YLS) program and managing a portfolio of individual donors. We are seeking a quick learner and motivated fundraiser who will translate community needs into opportunities to make a difference through financial and volunteer support with United Way and Young Leaders Society.

### ESSENTIAL DUTIES & RESPONSIBILITIES

- Young Leaders Society
  - Serves as primary staff support to Young Leaders Society (leadership donors under the age of 40) an engagement network of United Way of the Midlands with 300+ members. YLS strives to stimulate positive change in our community by increasing the number of young professionals passionate about improving our community.
  - Develop relationships within portfolio of donors to retain and increase unrestricted giving and increase membership in the YLS engagement network.
  - Provide staff support to volunteer Executive Committee and Steering Committee members to plan and execute YLS programs and events to increase number of YLS donors (can include kick-offs, professional development programs, volunteer projects and social opportunities).
  - Secure sponsorships for YLS programs and events.

- Develop and execute strategies to engage young professionals in the work of United Way of the Midlands and to expand the number of members and dollars raised from YLS.
- Provide staff support to key volunteer committees and subcommittees including setting meetings, notifying members, preparing agendas and other materials, taking minutes.
- Individual Giving
  - Manage portfolio of donors and prospects, developing key relationships in order to solicit for financial support.
  - Work closely with volunteer committees and internal departments to set and accomplish annual and long-term goals to attract and sustain resources and engage and recognize donors year-round.
  - Collaborate with colleagues on special projects involving workplace campaigns and engagement networks.
  - Represent United Way with appropriate community groups.
  - Develop donor stewardship through engagement in personal visits, events, volunteerism, and recognition of contributions. Meet annual visit and touchpoint goals.
  - Track tasks and appointments utilizing CRM.

## REQUIRED & PREFERRED QUALIFICATIONS

### Required

- Proficient in Microsoft Office, Word, Outlook, PowerPoint and Excel.
- Ability to drive and have a valid SC driver's license.
- Flexible in work schedule to all for early morning as well as evening and some weekend meetings and events.
- Ability to develop positive interpersonal and working relationships with various publics, including, volunteer networks, UWM staff, health services organizations, local businesses, funders, and supporters.
- Effective Communication: Work effectively with volunteers and staff. Must maintain confidential information. Excellent interpersonal and relationship-building and written and verbal communication skills.
- Strategic Relationship Management: Work to understand, relate to, and engage constituents to improve their experience with UWM's brand and generate more significant relationships with them. Continually builds and expands the network of donors.
- Customer Oriented: Listens to the needs, interests, and passions of the donor with an eye towards connecting them with UWM's work in the community. Identifies, engages with, adapts to, and influences various types of individuals and organizations.
- Innovation and Creativity: Remain open to new ways of doing business. Recognizes and capitalizes on emerging opportunities. Flexible, adaptable, and open to change. Committed to continuous learning.
- Action Oriented/Results Driven: Demonstrate strong drive to achieve meaningful results and able to follow through on commitments. Work on concurrent assignments and meet deadlines.
- Cultural Competency: Able to understand, communicate, and interact effectively with people across cultures.

**Preferred**

- Bachelor's degree or relevant education and experience in related field.
- Prior fundraising or nonprofit development experience.
- Experience working with volunteer groups or providing staff support to boards or committees.
- Demonstrated ability to analyze and understand financial data and reports.
- Ability to extract and analyze CRM data to drive revenue and engagement.

**SUPERVISOR AND/OR CONTACT INFORMATION**

Becky Morrison  
Director of Community Engagement  
United Way of the Midlands  
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Columbia, SC 29201  
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**ACKNOWLEDGMENT**

I have received a copy of my position description. I have read the position description, and I understand its contents.

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Employee Signature

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Date

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Supervisor Signature

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Date