



## Capital Area United Way

Title: Executive Director

Reports to: United Way President and Board of Directors

Full-Time: Salaried Exempt.

Salary: \$40,000-\$50,000 DOQ

### Position Summary

The Executive Director serves as the chief professional officer and is responsible for the management, leadership, strategic planning, and fiscal health of the organization. The Executive Director provides leadership in carrying out the mission of the organization, and leverages the power of relationships and networks to work across private, public, and corporate sectors to improve conditions in the community. The Executive Director possesses a high level of broad nonprofit skills and is effective at generating resources and financial support for the organization. The Executive Director is responsible for building trust in United Way and its relevance in the community, and takes an active role in all public relations for the organization.

### Responsibilities

#### Fund Development

- Responsible for the planning, organization, and implementation of any United Way fundraising program.
- Provide professional assistance to the Campaign Chair and Committee.
- Stay informed and involved on all matters relating to current fundraising programs
- Develop ongoing personal contacts and cultivate current and potential donors, corporations and foundations.
- Solicit contributions from corporations, individuals and foundations.
- Strive for an annual increase in allocations to partner agencies.

#### Relations to Governing Board

- Keep the board and its members fully informed of the status of the work within the organization including monthly executive director reports which include daily contacts, tasks, and ongoing daily routines.
- Keep the board and its members informed of any feedback received by the United Way.
- Keep the board aware of the latest developments by government action affecting the Capital Area United Way or similar organizations.
- Suggest new policies and programs to keep the Capital Area United Way viable and responsible to changing needs and times.

#### Community and Agency Relations

- Develop a sound working relationship with the directors of the partner agencies by providing consultation regarding their services and programs budgets interagency cooperation and current community records.

#### Fund Distribution

- Provide direction and leadership to the fund distribution process.
- Assist the budget allocations committee and ensures the allocation of resources in accordance with the community priorities and needs.

### Administrative/Staff Development

- Supervise and oversee duties of the Program Coordinator.
- See that the business and financial affairs are conducted in accordance with the general standards of the local business community and in conjunction with the standards of applicable regulatory agencies.
- Manage financial resources in consultation with board treasurer, including operating budgets, collection and distribution for all funds, property, and official records.
- Establish and advise the Board of Directors when necessary of organizational plans and policies and procedures to ensure effective operation of the Capital area United Way.
- To seek continuing career development and education in all forms to assist in the role of the Executive Director.

### Marketing and Public Relations

- Promote public understanding of the United Way by effective use of media, directing a public relations program and conveying United Way policies and positions to business leaders, government, other human service agencies, and community at large.
- Take a leadership role in public relations for the organization.
- Develop and implement a media plan including social media and website.
- Enhance public understanding and support of United Way through a coordinated year round communications program consisting of regular meetings with contributing businesses and organizations as well as partner agencies.
- Take an active role in the creation and dissemination of promotional materials.

### Strategic Planning

- Assist the volunteer leadership in the development of long-range plans to provide direction and guidance to the activities and function of the United Way.
- Identify and recommend options for improvements in organizational decisions and actions.

### Volunteer Development

- Develop and assist in volunteer development program by aiding in the recruitment and by providing training and orientation for the United Way Board Members and volunteers.
- Provide effective support to volunteers and the board by providing accurate and timely information.

### Minimum Qualifications

#### Education & Experience

- Bachelor's Degree from an accredited university.
- Solid background in nonprofit/service organizations.
- Experience in fundraising highly preferred.

#### Skills

- Strong public speaking skills.
- Ability to build and cultivate relationships with donors, leaders, board members, and volunteers.
- Excellent written and oral communication skills and superior interpersonal skills.
- Ability to develop and monitor budgets preferred but not required.
- Working knowledge of community needs, including the most critical challenges facing children/youth, families and senior citizens.