HEART OF FLORIDA UNITED WAY
POSITION DESCRIPTION

TITLE: Sr. Director Donor Relations
REPORTS TO: Senior Vice President of Development
DEPARTMENT: Resource Development
FLSA: Exempt

CORE VALUES:

- **Integrity** – Truth, fairness and openness are important hallmarks of our organization.
- **Compassion** – Helping those who are struggling is the primary reason we exist.
- **Innovation** – Smart ideas and creative thinking are always welcome.
- **Responsiveness** – The timing of the help we give is just as important as the help itself.
- **Respect** – We embrace the humanity and uniqueness of each other and those we serve.

POSITION OBJECTIVE:

As a member of the Resource Development department, this position is responsible for the overall planning, research, strategic development, evaluation, and implementation of comprehensive Major Gifts, Donor Relations and Alexis de Tocqueville Society (AdT) programs. The AdT program consists of individual donors who support Heart of Florida United Way's mission with annual gifts of $10,000 or more.

PRIMARY JOB RESPONSIBILITIES:

- Interface primarily with HFUW President/CEO and the Senior Vice President of Development.
- Oversee and assist in the development and achievement of annual/multi-year strategic goals.
- Provide leadership and direction for the development and nurturing of lifelong donor relationships per strategic plan.
- Develop strategies for the expansion of the Major Gift programs including AdT and Planned Giving.

- Work with HFUW President/CEO and Alexis de Tocqueville volunteers to renew/increase existing gifts and solicit new donations.
- Identify new donors and develop methods of cultivation, solicitation and communication on a continual basis.
- Develop year-round cultivation, recruitment and recognition program for current Major Gift contributors.
- Research and document all activities with a primary focus on Major Gift and philanthropic givers in Central Florida.
- Oversee prospect list development and maintenance, including a comprehensive database and expanding targeted lists.
- Work with the Marketing/Communications department to ensure proper inclusion in communication pieces (i.e. newsletter, newspaper ads, directories, and media), design work of AdT pieces, and general inclusion in major events and activities.
- Design, plan and facilitate special events.
- Cultivate plan of interface with the Resource Development team and other groups within the organization for promotion of the AdT program.
- Increase financial support from high wealth individuals for the annual campaign, planned gifts and the AdT Society.
- Perform other duties as assigned.

PHYSICAL DEMANDS:

Physical demands include sitting or standing for extended periods of time, bending, occasional lifting of items weighing up to approximately 25 pounds, regularly moving throughout the building between floors, traveling to outside meetings, regular use of standard office equipment such as the telephone, copier, fax and computer. Demands also involve protracted concentration. Reliable transportation and valid driver's license required. Job involves frequent and routinely intense public contact.

EDUCATION AND EXPERIENCE:

- Bachelor's degree in Business Administration, Marketing or related area of study required.
- Minimum of five years progressive development and/or sales experience with United Way or similar non profit organization.
- Extensive knowledge of major gifts fundraising, planned giving, financial and estate planning required.
- Knowledge of the Central Florida community, ability to network with all donors, corporate leaders and other development professionals.

- Experience with strategic planning.
- Ability to solicit and work with diverse net worth individuals.
- Proven sales, research and management skills required.
- Excellent presentation/training skills.
- Excellent written/verbal/listening skills.
- Ability to work with and provide leadership to all levels of volunteers using proven management skills assisting with volunteer development.
- Exceptional interpersonal skills are required to perceive and react sensitively to the needs and interests of potential donors.
- Ability to inspire confidence in United Way volunteer leadership, staff, professional advisors and potential donors.
- Requires proficiency of computer applications (including Microsoft Excel, Word, PowerPoint and Outlook) and use of internet.

EMPLOYER'S RIGHTS:

The information on this description has been designed to indicate the general nature and level of work performed by employees within this classification; is not intended to be an all-inclusive list of duties. You may be required to perform other duties as assigned by your supervisor or management. You will be evaluated in part based on your performance of the tasks listed in this job description. Employees moving into this position work on a ninety (90) day introductory basis after assuming these responsibilities.

The employer has the right to revise this job description at any time. The job description is not a contract for employment and either you or the employer may terminate at any time for any reason.

Acknowledged:

_____

Employee Signature Date

_____

Print Name