

Job Title: Corporate Engagement Manager
Department: Fundraising
Reports to: President/CEO
Status: Exempt, Full-Time



ABOUT US

United Way of the Lowcountry unites the community to identify and solve our most critical issues. We are dedicated to improving people's lives and creating community-level change. Our work includes leading cross-sector collaborations, advocating for public policy changes and investing in programs that create opportunities for members of our community to achieve self-sufficiency. United Way of the Lowcountry currently partners with corporate, foundation, individual, and government funders to address the community's most pressing needs and drive sustainable results. In Beaufort and Jasper counties, we're working to create a brighter future for all. We do this in two ways: by providing essential services that meet the immediate needs of our most vulnerable residents and by investing strategically in education and economic mobility programs.

POSITION SUMMARY

United Way of the Lowcountry (UWLC) partners with companies, creating mutually beneficial relationships that boost philanthropy, volunteerism and employee engagement. These partnerships have yielded more than \$600,000 in annual workplace campaigns. The Corporate Engagement Manager will manage and deepen relationships with business accounts to increase engagement and philanthropic giving to support transformative change within Beaufort and Jasper counties. This role will focus on creating and executing short- and long-term plans to drive revenue growth by forging new partnerships and exploring business opportunities. This is a hands-on, in-the-community position that is vital, both internally and externally. The Corporate Engagement Manager is required to be an innovative and creative thinker, have salesmanship and collaboration skills, and have the determination to translate community needs into opportunities to make a difference through financial support of UWLC.

PRIMARY DUTIES AND RESPONSIBILITIES:

1. Fundraising and Donor Stewardship

- Build strategic year-round relationships that align with the mission and vision of UWLC.
- Develop, implement, and manage workplace fundraising campaigns in partnership with local businesses and organizations.
- Responsible for seeking new corporate prospects and developing relationships with new or lapsed workplace campaigns resulting in event partnerships, volunteers, and increased revenue.
- Implement workplace campaign best practices including leadership and corporate giving.
- Coordinate with corporate partners to set campaign goals, develop promotional materials, and create engaging content.

- Review past giving and performance history for organizations and develop appropriate strategy for engagement.
- Creatively and collaboratively plan and execute various special events to accomplish corporate engagement objectives.
- Track and analyze workplace campaign performance, providing regular updates and reports to stakeholders.
- Monitor all third party processed accounts.
- Provide training to workplace coordinators of participating businesses and provide support and education pertaining to UWLC programs and impact throughout the year.
- Represent UWLC at each organization, leading presentations and attending events as requested.
- Ensure timely collection and submission of company pledges.
- Work closely with Director of Marketing on all collateral and written materials.
- Assist with other fundraising activities and initiatives as needed.

2. Partnership Development:

- Identify and cultivate relationships with current and potential corporate partners, including organizational leaders, representatives, employees, and company coordinators to increase giving and engagement with UWLC on a year-round basis.
- Execute year-round engagement strategies with UWLC corporate partners to maximize engagement and increase revenue.
- Conduct presentations and meetings with company leaders and employee groups to promote UWLC's mission, programs, and fundraising opportunities.
- Provide exceptional support and stewardship to existing corporate partners, ensuring a positive and productive relationship.
- Through strong relationship building skills, gain deep understanding each corporate relationship and how UWLC can assist with their Corporate Social Responsibility goals.

3. Employee/Volunteer Engagement:

- Represent UWLC at each company, lead presentations, and attend events as requested. Organize and execute events, activities, and volunteer opportunities to encourage employee participation in UWLC initiatives.
- Accompany coordinators to meetings with corporate partners to secure commitments for corporate giving, leadership giving, and employee workplace campaigns.
- Lead a team of corporate engagement coordinators to achieve mutually agreed upon goals.
- In conjunction with Marketing Department, develop and distribute materials that inspire and motivate employees to engage in workplace giving.
- Serve as a resource for employees seeking information about United Way's programs and impact.
- Provide training to coordinators of targeted organizations and provide support throughout the year.
- Facilitate meetings and provide the volunteers with timely reports, information, and collateral so they are successful in their fundraising efforts.

4. Strategy and Planning:

- Collaborate with the fundraising team to develop annual goals and strategies for each workplace campaign.
- Stay informed about industry trends and best practices to continuously improve workplace fundraising efforts.
- Contribute to the development of innovative approaches to enhance donor engagement and retention.

5. CRM and Database Management

- Learn and utilize the Charity Proud CRM system for prospect management and reporting.
- Maintain accurate records of campaign activities, donor information, and financial data within CRM.
- Prepare reports and presentations for internal and external audiences.

KEY REQUIREMENTS:

- Bachelor's degree in related field.
- Five or more years working in the nonprofit industry in fundraising and/or sales.

KEY COMPETENCIES:

- **Awareness and Sensitivity to External Environment:** Situational awareness. Is aware of organization's position in the community and the effect of words and actions on that position. Being savvy in dealing with internal and external customers. Promotes and affirms conversations about and on behalf of the organization.
- **Collaborative/Inclusive Outlook:** Work in a way that builds trust, relationships, and confidence. Promote an environment that is free from personal or professional biases. Actions are both open and transparent.
- **Communication:** Speak clearly, write effectively and persuasively in positive or negative situations. Listens to executive, co-workers, employees and outside advisors in order to effectively and efficiently share information and ideas. Demonstrate effective group presentation and meeting skills.
- **Innovation:** Comfortable and proactive with developing, recommending, and introducing new ideas and methods.
- **Relationship Building:** Has the ability to connect and influence a large and diverse group of people. Is seen as a bridge builder and someone who can build and maintain meaningful professional relationships.
- **Results-Oriented Thinking and Behavior:** Demonstrate a genuine concern for effectiveness. Possess the desire to get the job done with excellence. Is focused on achieving the best results for action taken – does not settle for mediocrity.

Other Requirements:

- Donor/client retention, growth, cultivation and acquisition experience.
- Demonstrated analytical decision-making skills.
- Ability to conduct basic research and data mining.
- High attention to detail and ability to multi-task.
- Excellent time and project management skills.
- Hands-on volunteer coordinator recruitment. Ability to engage and inspire high level coordinators.

- Proficient in Microsoft Office Suite.
- Valid South Carolina driver's license, proof of auto insurance coverage, daily access to a vehicle.
- Ability to work hours outside of 8:30 am - 5:00 pm workday and to work occasional weekends and evening events.
- Professional demeanor and appearance required, choosing the correct attire to represent the United Way of the Lowcountry, Inc. in conservative environments where professional appearance and dress is mandatory.
- Confidentiality of donor information is critical and must be maintained at all times.

Environment:

The employee is in a non-confined office-type setting in which he or she is free to move about at will. In addition, the employee will travel via personal vehicle to client sites, workplace and special events, etc.

Physical Activity:

In the course of performing this work, the employee:

- Will spend substantial time standing, sitting, speaking and listening.
- Must regularly lift and/or move up to 20 pounds and occasionally lift and/or move up to 50 pounds.

Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the job.

Equipment and Software Operation:

The incumbent in this position may operate the following equipment:

- Computer, printer and related equipment
- Audio-visual equipment
- Microsoft Office

UNITED WAY CORE COMPETENCIES FOR ALL STAFF

- **Mission-Focused:** Catalyze others' commitment to mission to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivation.
- **Relationship-Oriented:** Understands that people come before process and are astute in cultivating and managing relationships toward a common goal.
- **Collaborator:** understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **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.
- **Brand Steward:** Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

Please send a cover letter and resume to:

Dale Douthat

President and CEO

ddouthat@uwlwcountry.org