



United Way  
of Greater Rochester  
and the Finger Lakes

## UNITED WAY OF GREATER ROCHESTER AND THE FINGER LAKES CAREER OPPORTUNITY

### JOIN THE TEAM!

United Way of Greater Rochester and the Finger Lakes is a dynamic and collaborative work environment comprised of dedicated professionals who are driven to make our community a better place. Join our team and make an impact serving our region with your time and talent.

### MISSION

Our mission is to unite the goodwill and resources of our community so that everyone can thrive. That means that our team is committed to working with local donors, businesses, not-for-profit program partners, municipalities and individuals to make this region stronger and more vibrant together.

### VALUES

Our core values define who we are and how we serve our community. United Way and our team members are caring, collaborative, equity-driven, innovative, respectful, results-oriented and trustworthy.

### JOB TITLE: MAJOR GIFTS ASSOCIATE

**FLSA CLASSIFICATION:** Exempt

**REPORTS TO:** Director of Major Gifts and Strategic Fundraising Initiatives

### SUMMARY

The Major Gifts Associate is a member of the Major Gifts team in the Resource Development department at United Way of Greater Rochester and the Finger Lakes. The Major Gifts Associate is responsible for cultivating and building relationships within the community to support United Way in pursuing its mission. This includes donor engagement and securing funds to serve our community.

### ESSENTIAL FUNCTIONS

- Cultivates and stewards loyal donors to increase their engagement with United Way; this includes collaborating with the Marketing & Communication department on the loyal donor event held bi-annually
- Coordinates the planned giving program while working closely with the Director of Major Gifts and Strategic Fundraising Initiatives
- Collaborates with the Major Gifts department for individual giving and assists in effective major gift donor stewardship programs
- Leads the Professional Advisory Council (PAC) engagement in partnership with the Chair who is a community volunteer leader
- Supports the United Way Retiree Program, engagement and council
- Inputs information and data accurately into an internal database
- Leads and manages the logistics of a variety of development mailings

- Leads and oversees major gift materials, working with the internal Business Service Center and Marketing Department
- Assists with Major Gifts and other Resource Development projects as needed
- Represents United Way's brand and mission to donors
- Consistently demonstrates the values and mission of United Way
- Performs other duties as assigned

#### **SKILLS AND COMPETENCIES**

- Relationship management
- Strong communication skills – verbal and written
- Goal oriented
- Collaborative
- Attention to detail

#### **SUPERVISORY RESPONSIBILITY**

No supervisory responsibility

#### **TRAVEL**

Local travel may be required

#### **EDUCATION AND EXPERIENCE**

Bachelor's degree from an accredited program in a related field with 2 years of experience in fundraising, customer service, sales or related field; or 4 years of related experience; or equivalent combination of education and experience

#### **HOW TO APPLY**

Candidates may apply online at: <https://unitedwayrocflx.org/about-us/join-our-team/>

In support of the ADA, this job description lists only the responsibilities and qualifications deemed essential to the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. United Way of Greater Rochester and the Finger Lakes is an Equal Opportunity Employer. This policy prohibits discrimination on the basis of sex, race, color, religion, creed, national origin, age, marital status, sexual orientation, gender expression, disability, genetic predisposition, veteran status or status as a member of any other protected group or activity.