



United Way  
of Greater Rochester  
and the Finger Lakes

## UNITED WAY OF GREATER ROCHESTER AND THE FINGER LAKES JOB DESCRIPTION

### IT ASSOCIATE

#### SUMMARY

The IT Associate manages the electronic portion of fundraising campaigns through United Way's ePledge system. The ePledge system is an internet based online giving portal that makes giving efficient, easy, and safe for donors. The IT associate is responsible for maintaining high quality customer service by providing a superior experience for donors. This position will also assist with day to day business activities related to processing donations, working closely with the IT, Finance, and Resource Development departments. This position manages a high level of detail in a very fast paced, task-diverse work environment. Project management and multi-tasking are critical to the success of this position. Responsibilities range from higher-level project planning and database development to general data entry cleanup and administrative projects.

#### ESSENTIAL FUNCTIONS

- Manage the Electronic Pledging Program using the online software platforms (i.e. Andar ePledge, MobileCause, Form Assembly)
- Manage site setup, timelines, data, site overview, training and reporting for a successful pledging program
- Develop and maintain program documentation and training materials and provide training to the Resource Development department on ePledge information
- Test, troubleshoot and service all portions of the electronic pledging websites
- Upload employee data while ensuring data quality
- Promptly manage all customer relationships, internal and external, with responses and provide support as necessary
- Respond to questions from companies, organization's campaign managers and donors and internal employees
- Collaborate with the Marketing department to review the site, emails, etc. and confirm that it meets brand guidelines and messaging. Research and make recommendations for the program on emails, layout, process and design that will enhance the donor experience and generate positive emotions for the United Way brand.
- Assist with the processing of donations received through paper pledge forms or other software platforms
- Responsible for other pledge uploads and data imports
- Monitor and review database enhancements as new service packs are released, research emerging best practices and standards in usability
- Manage finance communications with donors and companies including:
  - Monthly billing statements
  - Tax receipts

- After a campaign cycle, evaluate the current process, review feedback received from donors, campaign managers, and staff and determine ways to improve the program
- Perform analysis on the electronic pledging program and other processes to evaluate success
- Research other giving platforms and new giving opportunities via technology. Research and implement ways that technology could simplify/streamline our work and improve donor relations.
- Develop and maintain a web portal for other United Ways and Agencies to pull donor designation listings
- Create training videos and host webinars for to ensure that companies feel knowledgeable and informed about the program and the sites
- Consistently demonstrate the values and mission of United Way
- Contribute to team effort by performing other duties as needed/assigned

#### **SKILLS AND COMPETENCIES**

- Attention to detail
- Collaborative/team player
- Communication proficiency
- Customer/client focused
- Flexibility
- Technical capacity
- Problem-Solver
- Sensitivity to issues of confidentiality

**FLSA CLASSIFICATION:** Exempt

**REPORTS TO:** Sr. IT Director

#### **SUPERVISORY RESPONSIBILITY**

May have supervisory responsibility

#### **TRAVEL**

Rare travel

#### **EDUCATION AND EXPERIENCE**

##### **Required Education and Experience**

Associate's degree in a related field and 2 years of related experience and/or equivalent combination of education and experience. Must have experience in Word and Excel.

##### **Preferred Experience**

Bachelor's degree in a related field

## OUR 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 more robust and vibrant together.

## OUR VALUES

Our core values define who we are and how we serve our community together. United Way and our team members are caring, trustworthy, collaborative, innovative, respectful, equity-driven and results-oriented. United Way strives to ensure employees and external partners feel valued, connected and empowered.

## WHAT WE OFFER

- Competitive financial and wellness benefits
- Generous paid time off, retirement plan, and other fringe benefits
- Hybrid working arrangements
- Opportunities to give back to the community in life-changing ways
- Paid professional development
- Team events and internal committees for connection opportunities and fun!

## HOW TO APPLY

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

This job description lists only the responsibilities and qualifications deemed essential to the position in support of the ADA. Reasonable accommodations may be provided 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 based on 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.