UNITED WAY OF GREATER ROCHESTER AND THE FINGER LAKES  
CAREER OPPORTUNITY  
COMMUNITY RELATIONSHIP MANAGER - WESTERN REGION

SUMMARY
The Community Relationship Manager for the Western Region is responsible for community outreach in Genesee, Livingston, and Wyoming Counties and as such should be a resident of this region. This position is part of the Resource Development team and works collaboratively with the Community Impact team developing meaningful relationships and department strategies, and implementing new initiatives to ignite workplace campaigns and fundraising events to support impact in the counties that make up our Western Region. The Community Relationship Manager develops and cultivates relationships in the Western Region to meet our mission so everyone in our community can thrive.

ESSENTIAL FUNCTIONS

Resources Development Responsibilities-
- Provides input on regional fundraising goals and is responsible for meeting agreed-upon goals
- Collaborates in developing fundraising strategies for assigned portfolios
- Works with assigned workplace coordinators to develop and implement a United Way presence at the workplace on a year-round basis, including leadership development cultivation, special events, workplace presentations and volunteer activities
- Provides training to Employee Campaign Coordinators, updates training materials, and facilitates volunteer recognition initiatives
- Maintains a database in Salesforce and Andar, which includes but is not limited to data collection, analysis, reporting and integrity for assigned portfolios

Community Impact Responsibilities-
- Develops and cultivates relationships with non-profit agency partners and serves as the liaison with the UW Community Impact Team.
- Supports CEOs of funded partners with allocations process and community impact reports
- Provides support to the Western Region in United Way initiatives, including Day of Caring, ROC the Day, in-kind donations and others
- Understands community needs and is knowledgeable in ALICE data for the Western Region

Other responsibilities as assigned, including
- Collaborates in strategic planning for the assigned region as it relates to campaign strategy, relationship building and assessing human service needs
- Attends cultivation events and key community table meetings
- Consistently demonstrates the values and mission of United Way

SKILLS AND COMPETENCIES
- Upholds inclusion and equity values and possesses cultural humility
- Effective communication
- Business acumen
• Communication proficiency
• Excellent data management
• Ethical/credible
• Goal oriented
• Initiative/self-starter
• Relationship management
• Positive team player
• Strategic thinker

FLSA CLASSIFICATION: Non-Exempt

REPORTS TO: Regional Director

SUPERVISORY RESPONSIBILITY
There are no supervisory responsibilities

TRAVEL
Travel is primarily local during the business day in the Western Region (Genesee, Livingston, and Wyoming Counties), with occasional visits to the Eastern Region (Ontario and Wayne Counties) and the Central Office in Rochester, NY.

EDUCATION AND EXPERIENCE
Associate’s Degree in a related field from an accredited program, two years of experience in fundraising, development, sales, customer service or a related field, or an equivalent combination of education and experience. Previous not-for-profit experience is preferred.

JOIN THE TEAM!
United Way of Greater Rochester and the Finger Lakes is a dynamic and collaborative work environment comprised of dedicated professionals driven to make our community a better place. Join our team and make an impact by 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. 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 supporting the ADA. Reasonable accommodations may be provided to enable individuals with disabilities to perform essential functions. United Way of Greater Rochester and the Finger Lakes is an Equal Opportunity Employer. This policy prohibits discrimination based on age, color, creed, disability, domestic violence victim status, familial status, gender expression and identity, genetic pre-disposition, marital status, military status, national origin, parental status, political affiliation, pregnancy-related condition, prior arrest/conviction record, race, religion, reproductive health choices, sex, sexual orientation, or other non-merit-based factors.