



United Way
of Greater Rochester
and the Finger Lakes

UNITED WAY OF GREATER ROCHESTER AND THE FINGER LAKES CAREER OPPORTUNITY

Workplace Partnership Manager

SUMMARY

The primary responsibility for this position is to grow campaign revenue by initiating, building, and sustaining relationships with an assigned portfolio of workplace partners. This position spends 50% of its time in the community with our workplace partners planning and implementing their annual United Way Campaign; assisting with United Way events and/or representing United Way at other community events. The remaining 50% is a hybrid of United Way office and remote time spent collaborating with team members, entering and reporting data, and strategizing new ways to raise funds for our non-profit community.

Corporate Workplace Fundraising and Engagement

- Define, develop, and support strategies to increase annual campaign revenue, attract and retain workplace donors and promote year-round engagement within all assigned portfolio accounts.
- Build cohesive relationships with workplace partner champions to elevate United Way's value proposition.
- Increase participation and average gift amounts by educating and motivating employees through workplace presentations.
- Provides training to coordinators of targeted workplaces and provide support throughout the year.
- Set goals and maintain accurate records to track progress through Customer Relationship Management (CRM) database.
- Tracks employment and fundamental personnel changes within the assigned workplace portfolio
- Ensures timely collections and submission of company pledges and works with Finance to audit and report results.

Staffing, Directing & Developing Workplace Volunteers

- Supports recruitment and training of Workplace Campaign volunteers.
- Organize materials and support volunteers in contacting targeted workplaces.
- Cultivates year-round relationships with essential volunteers.

Other

- Assists the Director of Development with staff supervision as needed
- Collaborates with the Director of Development in formulating and implementing a long-range strategic plan for the annual campaign effort
- Collaborates with the Annual Fund Manager, in developing an effective relationship management strategy for individual leadership donors (\$1000 and above) within the assigned workplace portfolio.

- Collaborates with the Associate Director of Strategic Partnerships, in developing and implementing a prospecting plan to continually engage new businesses in running workplace campaigns; providing team building or volunteer opportunities to employees; and sponsoring United Way events and/or programs.
- Collaborates with the Community Impact Team to connect workplace partners with meaningful funding and engagement opportunities with our non-profit partners
- Consistently demonstrates the values of United Way
- Performs other duties as assigned

SKILLS AND COMPETENCIES

- Upholds inclusion and equity values and possesses cultural humility
- Relationship Management
- Strong interpersonal skills
- Attention to detail
- Business acumen
- Strong oral and written communication skills
- Ethical/credible
- Initiative/self-starter
- Ability to conceptualize and develop strategies
- Goal Oriented
- Strategic thinker
- Experience with MS Word, Excel, and PowerPoint

FLSA CLASSIFICATION: Exempt

REPORTS TO: Director of Development

SUPERVISORY RESPONSIBILITY: Some supervisory experience is preferred

TRAVEL: Local travel to meet with donors

EDUCATION AND EXPERIENCE

Bachelor's Degree in a related field with three or more years of experience in fundraising, sales, relationship management or a related field; or an equivalent combination of education and experience. Previous not-for-profit experience is preferred.

HOW TO APPLY

A great place to work begins with its **PEOPLE!**

Driven by our mission and a shared set of values, our team of more than 90 talented professionals are dedicated to doing meaningful work in the community.

We believe that diversity of staff and volunteers strengthens United Way of Greater Rochester and the Finger Lakes ability to achieve its mission, vision, philosophy, and values. United Way (UW) is committed to

having a workforce and volunteer teams that promote equity, and that reflect and celebrate the diversity of our community in all respects.

Come and join the Team! United Way employees enjoy a competitive benefits package including paid time off, health insurance options with a generous employer contribution, flexible and hybrid work schedules, retirement benefits with above standard employer contribution, 37.5-hour work week, and more.

We're looking for people who are self-starters; excel in a collaborative team environment; have a passion for making a difference; and are natural relationship builders with proven success on make lasting connections.

Interested candidates may [CLICK HERE](#) to apply.

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.

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.