



ASSOCIATE DIRECTOR OF WORKPLACE GIVING

SUMMARY

The Associate Director of Workplace Giving supervises and leads a team of Workplace Relationship Managers to increase revenue and achieve portfolio performance measures.

The Associate Director of Workplace Giving works closely with the Senior Director of Corporate Giving and Strategic Partnerships to create an effective long range strategic plan, manages fundraising activities within the workplace portfolio management system and leads one to one workplace campaign relationship management. This position also has oversight of Priority Account Workplaces and their internal teams. The focus of this position is on the effective implementation of workplace campaigns. This position also works in collaboration with Marketing, Community Impact, Finance and other departments to achieve United Way's mission and goals.

ESSENTIAL FUNCTIONS

- Achievement of department-wide campaign goals
 - Manage day-to-day operations for workplace campaigns
 - Manage personal workplace portfolio of \$6M which includes larger-scale corporate accounts and provides supervision and oversight for an additional \$10M assigned to direct reports.
 - Develop and strengthen one-to-one relationships with workplaces and Employee Campaign Champions
 - Identify accounts with high potential, as well as those at risk and/or declining, creating strategies to support relationship development. Strategies may include creating and leading cross departmental Priority Account Teams.
 - Oversee updating and maintaining an accurate and comprehensive Contact Management System (currently Salesforce and Andar).
 - Works collaboratively with Sr. Director of Corporate Giving and Strategic Partnerships to identify trends and create strategies based on campaign data.
 - Manages functions of e-pledge setup and cross departmental communications to ensure online giving runs efficiently
 - Works collaboratively with the Donor Stewardship Coordinator to cultivate and engage Workplace Leadership Donors in Leaders United activities.
 - Responsible for Team Development including but not limited to; Hiring and Separation Process; Training and Development; Recognition and Discipline; Coaching and Team Culture.

OTHER FUNCTIONS

- Works collaboratively with cross departments to execute standard operating procedures and improved efficiencies.
- Steward United Way's brand, value and missions to donors.
- Reliable and predictable attendance.
- Consistently demonstrates the values and mission of the United Way.
- Perform other duties as assigned.

SKILLS AND COMPETENCIES

- Relationship Builder
- Inspirational Leader
- Proven Fundraiser
- Ability to work on multiple high-priority projects
- Analytical Ability/Problem Solver
- Communication Proficiency
- Customer/Client Focus
- Decision Making
- Influencer
- Ethical/Credible
- Organization Management
- Technical Capacity

EDUCATION AND EXPERIENCE

Bachelor's Degree in related field with 6 or more years of experience in fundraising, sales, relationship management or related field. Proven leadership experience managing a team of 4 or more director reports.

FLSA CLASSIFICATION: Exempt

REPORTS TO: Sr. Director of Corporate Giving and Strategic Partnerships

SUPERVISORY RESPONSIBILITY

Supervises 5-8 Relationship Managers responsible for raising \$15-20M annually.

TRAVEL

Local travel may be required.

SALARY RANGE: \$ 65,000-\$73,000

How to Apply

Click [Here](#) to apply.

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.



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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.

CULTURE STATEMENT

We are committed to creating a welcoming environment that embraces, values, respects, and encourages people to show up as their authentic selves to produce their best work. Together we ensure that processes, policies, and practices foster fairness, belonging, and equity that reflect the views and values of all people within all levels of our organization.

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!



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