



United Way  
of South Hampton Roads

**We bring people and resources together to solve problems too big for any of us to solve alone.**

**UNITED WAY OF SOUTH HAMPTON ROADS  
Part-Time African American Leadership Society Manager**

<b>Title:</b>	African American Leadership Society Manager – Part Time (10-14 hours/week)
<b>Department:</b>	Resource Development
<b>Report To:</b>	Vice President, Resource Development
<b>Date Created:</b>	April 2021

**Why Work for United Way**

Do you want to leave work every day knowing that you made an impact? At United Way of South Hampton Roads, you'll work in a fun and supportive environment where every day is a new opportunity to make a difference. You'll learn from some of the best in the business and be constantly challenged in an ever-changing industry. If you want to be great while doing good, join the United Way team.

**Objectives & Expectations**

The part-time African American Leadership Society (AALS) Manager will be responsible for the management of AALS (gifts above \$1,000) to raise funds and cultivate relationship among the black community. The individual directs a group of leadership donors, including council management, special events planning and individual solicitations to increase revenue, number of donors and donor retention. They are expected to spend time in the field meeting and interfacing with key constituents and prospects in order to increase membership and giving. The individual will work with other UW staff to facilitate a team environment that supports all leadership giving. Must have essential skills with standard concepts, practices and procedures of consultative selling. Relies on experience and judgment to plan and accomplish goals.

**Core Job Responsibilities**

- Complete at least 2 calls (face-to-face engagement meetings) per week on members and prospective members with a strategy for each call
- Plan and execute volunteer activities and engagement/recruitment events
- Create a follow up plan for events that cultivates and solicits prospects in a timely manner
- Identify AALS champions at top accounts and work with them to increase membership and engagement
- Manage and support all aspects of the AALS leadership council to include conducting meetings, preparing minutes and reports, and board preparation for the chair
- Promote AALS membership through workplace campaigns – attend presentations when necessary
- Identify new leadership prospects and create a cultivation plan
- Communicate with members and prospects
- Develop content for quarterly newsletters
- Work to reduce membership attrition
- Analyze and track donor engagement
- Collaborate across departments to bring projects to timely completion
- Attend UWSHR and local community events, where applicable



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### **Key Skills Requirements**

- Bachelor's degree required
- 5+ years of customer relationship building – connections with influential members of the black community preferred
- Experience in cultivating, soliciting and securing gifts with an ability to manage donor accounts
- Proficient computer skills, CRM experience preferred
- Strong written and verbal communication skills
- Must be organized and task oriented to ensure deadlines are met
- Analytical and creative problem-solving skills
- Self-starter with the ability to work with minimum supervision
- Exceptional attention to detail to produce consistently error-free work
- High level of professionalism

### **Performance Metrics**

- 8 Face to Face Meetings each month with Donors/Prospects
- 40 Meaningful Interactions w/ Donors each month (emails, phone calls)
- 5% increase in Membership YTY
- 5% increase in \$ raised YTY

Interested? Please send your cover letter and resume to [humanresources@unitedwayshr.org](mailto:humanresources@unitedwayshr.org). We will continue accepting applications until the position is filled.