

## UNITED WAY OF SOUTH HAMPTON ROADS – JOB DESCRIPTION

**Title:** Campaign Director  
**Department:** Resource Development  
**Reports To:** VP of Resource Development  
**Date Created:** April 2021

### Objectives & Expectations:

This position is responsible for working with the VP of RD to develop and implement a successful workplace campaign strategy leading to a higher level of corporate engagement and overall campaign revenue of \$12M+. This includes strong, meaningful relationships with our highest-level corporate partners as well as overseeing and leading the campaign team. To be successful, this individual will need to work proactively and collaboratively with other departments to plan corporate engagement events and interactions that lead to year-round engagement opportunities and funding. The Campaign Director is expected to spend 75% of their time in the field meeting and interfacing with key constituents and prospects in order to identify, follow-up and close opportunities within each account and 25% of their time working with the VP to set strategy and the campaign team and across departments for execution. Responsible for a large portfolio of accounts totaling \$5M+. This individual is also expected to set strategies and provide oversight to employees running lower-level accounts. Must have essential skills and standard concepts, practices and procedures of consultative selling and overall relationship building. Relies on experience and judgment to plan and accomplish goals working effectively within the department and across teams.

### Primary Purpose of Position:

Responsible for an overall increase in revenue from the annual campaign. Also responsible for a portfolio of assigned companies, responsible for growing total number of donors, increasing donor retention, employee participation and increasing overall corporate giving.

### Core Job Responsibilities:

- Track and monitor total campaign results compared to projections
- Assist in the direction of the work of other campaign staff approx. 1-4ppl.
- Achievement of goals for accounts related to donor growth and retention including corporate stewardship plan
- Complete 4-5 virtual/in-person meetings a week with donors
- Establish year-round relationships with companies to facilitate partnership opportunities
- A high-level of clear communication is necessary and expected. Communicate with your supervisor on the progress of assigned accounts including weekly activity and opportunity reports
- Provides high level of research and analysis able to make data driven decisions
- Inputting into CRM accurate donor information, all external meetings, follow-up notes, important communications and all opportunities

### Key Skill Requirements:

- BA degree required
- 5+ years of customer/donor relationship building preferred
- Ability to work independently with a strong work ethic, while also leading a team- high degree of self-motivation, initiative and work well under pressure
- Volunteer management skills
- Strong written and verbal communication skills
- Experience in cultivating, soliciting and securing gifts with an ability to manage donor accounts
- Proficient computer skills, CRM experience preferred
- Attention to detail and follow-thru with emphasis on customer satisfaction

### Key Metrics:

- Increase overall workplace donations
- Increase overall workplace donors
- Increase in the implementation of key engagement strategies for top companies
- Number of calls/visits – targeting engagement, with expectation of increased account involvement