Position: Vice President of Corporate and Community Engagement
FLSA Status: Full Time/Exempt
Department: Senior Leadership Team
Reports To: President/CEO

Purpose of Position:

The Vice President of Corporate and Community Engagement serves as a key leadership team member and an active participant in making strategic decisions affecting the organization. In partnership with the Chief Executive Officer (CEO), this position is responsible for all fundraising, development and community/corporate engagement activities, including the annual workplace campaign, volunteerism and affinity groups. This position will help create and execute on a strategic engagement plan that adds measurable value to United Way’s audiences—companies, donors and community partners. They will lead a team of staff and volunteers towards critical goals that serve the needs of these audiences, to ultimately achieve a vision of a community where every person achieves their full potential through pathways of education, health, and stability.

The successful candidate will help forge strategic relationships that drive impact and funding to grow the United Way of Greater Chattanooga’s mission. They will demonstrate the ability to lead a legacy organization towards a new future, made even more critical by COVID-19 shifts in the marketplace. The VP will be primarily responsible for managing the strategy and infrastructure needed to: bolster corporate social responsibility of partners; increase digital engagement; and grow significant giving, advocating and volunteering through affinity group development. Their focus on effective communications and creative problem solving is even more critical in the COVID era, to ensure UWGC adds value in real time to our community.

Essential Duties:

- Inspire donors (those who give, advocate and volunteer) to see UWGC as the nonprofit that harnesses the power of communities working together to deliver innovative and effective solutions that create lasting community change
- Support and partner with CEO and Board of Directors on all major engagement and development initiatives
- Collaborate with the CEO, CFO, and Board Committees to develop and implement UWGC's financial and strategic partnership strategy
- Proactively support Corporate Engagement and Community Engagement teams to connect those in our community who want to help with opportunities to make significant impact.
- Partner with Marketing and Communications team to ensure clear value is defined for corporate partners and individuals by partnering with UWGC.
Corporate Engagement:

- Lead the annual corporate campaign that reaches out to 400 companies annually, partnering directly with the Campaign Chair, as well as providing leadership support to the Campaign Cabinet
- Lead the workplace campaign team in developing CSR strategies that align a company's community and employee engagement goals with community need and opportunity
- Lead and develop a strategic multi-year plan to transition traditional workplace campaigns to a more comprehensive digital engagement strategy

Leadership Giving:

- Provide strong leadership to a team of staff and volunteers to maintain and grow giving societies and to build major, transformational, leadership, planned giving, corporate, and other donor pipelines
- Develop and implement a strong acknowledgement and stewardship program aimed at building deeper relationships with donors at every age and stage of life
- Uphold UWGC's brand and image through enthusiastic and positive interactions

Community Engagement:

- Provide leadership integrating affinity groups and giving societies into overall UWGC community and engagement goals
- Serve the teams and volunteers leading Emerging Leaders, Women United and creating Retire United in 2020 to ensure meaningful community experiences and impact as a result

Strategic Leadership:

- Work with the Communications team to create development materials, tools, and other necessary collateral supporting major gifts, affinity groups, planned giving, multi-channel campaigns, events, and other efforts
- Collaborate with the Community Impact and Social Innovation teams to align donor interests with CI strategies and opportunities, including cause marketing and taking "impact funds" to market
- Use data to inform strategic campaign decisions
- Professionally represent and share the mission of UWGC at city, business, government, and volunteer events and activities
- Ensure accurate and detailed donor records in the CRM and close collaboration with Finance team
- Develop and execute engagement plans and revenue forecasts and track actions and performance metrics (personal and team's) progress towards revenue goals
- Performs other related duties as assigned
**JOB REQUIREMENTS**

**Education:**

Bachelors’ degree, with 5+ years in sales or development leadership, preferably in a corporate or not-for-profit setting.

**Experience:**

- Minimum of 3 years’ supervisory experience
- Excellent verbal and written communication and presentation skills
- Demonstrated ability to set and meet goals, by setting strategies, tactics and moving toward progress via measurable benchmarks
- Demonstrated ability to analyze statistical and financial reports
- History of managing multiple tasks or projects simultaneously
- Demonstrated history as a relentless self-starter

**Core Competencies for ALL STAFF:**

- **Mission-Focused:** Catalyze others’ commitment to mission to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivations.
- **Relationship-Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator:** Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results-Driven:** Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- **Brand Steward:** Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

**Physical Requirements:**

- While performing the duties of this job, you will be regularly required to talk or hear, frequently stand and bend; walk; use hands to finger, handle or feel; and reach with hands and arms; sit for long periods of time.

**Work Environment:**

- This role is performed onsite in a professional office setting with moderate noise level and professional dress. You will also frequent other workplaces with a variety of physical environments and dress standards, so you will need to be flexible. You will routinely use standard office equipment such as computers, phones, printers/scanners, copiers, filing cabinets.

**Position Type/Expected Hours of Work**
• This is a full-time, non-exempt position and general hours of work and days are Monday through Friday, 8:30 a.m. to 5 p.m. This position may occasionally require some irregular hours and weekend work.

If you would like to apply for this position, please submit your resume and cover letter to tammymccallie@uwchatt.org by June 12, 2020.

United Way of Greater Chattanooga is committed to equal opportunity employment by affirming the value of diversity and by promoting an environment free from discrimination. UWGC encourages people of diverse backgrounds and experiences to apply for this position.

Updated 5/27/2020