VICE PRESIDENT OF COMMUNITY and CORPORATE ENGAGEMENT

Purpose of Position:

The Vice President of Community and Corporate 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, marketing and communication, and development and community / corporate engagement activities, including the annual workplace campaign, volunteerism, and engagement groups. This position will help create and execute a strategic engagement plan that adds measurable value to United Way’s audiences – community members, 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, stability, and health & well-being.

The successful candidate will help forge strategic relationships that drive impact and funding to grow and deliver on the United Way of Greater Chattanooga’s mission and vision. They will demonstrate the ability to lead a legacy organization towards a new future. The VP will be primarily responsible for managing the strategy and infrastructure needed to:

- Grow community engagement, volunteer and advocacy opportunities, and generosity through forward thinking brand awareness and presence,
- Enhancement of engagement groups, development, and implementation of strong stewardship program for all donors, and strategic grant making aligned with organizational goals.

United Way of Greater Chattanooga must chart a new course in community engagement, ensuring relevance, growing impact, delivering results, possibly through the creation of an entirely new business model. This candidate requires a blend of excellent people leadership skills, strategic visioning and operational capacity, marketing and communication expertise and fundraising excellence.

Essential Duties:

- Inspire donors (those who give, advocate, volunteer, and engage) 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, Senior Executive team, and Board Committees to develop and implement UWGC’s financial and strategic partnership strategy.
- Proactively support Corporate Engagement and Community Engagement, and Marketing teams to connect those in our community who want to help with opportunities to make significant impact.
- Oversee Marketing 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 companies annually, partnering directly with the Campaign Chair, as well as providing leadership support to campaign volunteers.
- 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 and year-round engagement strategy.

Leadership Giving:

- Provide strong leadership to a team of staff and volunteers to 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, professional, and positive interactions.

Community Engagement:

- Provide leadership integrating engagement groups and giving circles into overall UWGC community and engagement goals.
- Serve the teams and volunteers leading Emerging Leaders, Women United and creating Retire United in 2022 to ensure meaningful community experiences and impact as a result.

Strategic Leadership:

- Work with the Marketing team, external partners, and campaign coordinators to create development materials, tools, and other necessary collateral supporting major gifts, engagement groups, planned giving, multi-channel campaigns, events, and other efforts.
- Collaborate with the Community Investment team to align donor interests with CI strategies and opportunities, including cause marketing and taking “impact funds” to market.
- Use data to inform strategic organization and engagement 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 progress towards revenue goals.
- Perform other related duties as assigned.
JOB REQUIREMENTS

Education:
Bachelors’ degree, with 5+ years in sales or development leadership, Experience:

- Minimum of 3 years of executive leadership experience and five years of supervisory experience.
- Excellent verbal and written communication and presentation skills.
- Demonstrated ability to set and meet goals, by developing and implementing strategies, tactics and moving toward progress via measurable benchmarks.
- Demonstrated ability to analyze statistical and financial reports;
- Demonstrated operational experience, including implementation of strategic plans and business initiatives;
- 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 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.

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, 8:00 a.m. to 5:00 p.m. This position may occasionally require some irregular hours and weekend work.

If interested in applying for this position, please submit resume and cover letter to tammymccallie@uwchatt.org.

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.