

UNITED WAY OF SOUTHERN VANCOUVER ISLAND

JOB DESCRIPTION

Position: Senior Donor Relations Officer

Union: CUPE Local 50

Salary Grade: Grade 16 \$2,687.48- \$2,666.97 (biweekly) + 0.5% COLA

Job Summary:

The Senior Donor Relations Officer (SDRO) reports to the Director, Corporate Giving and Partnerships (DCGP) as a key fundraising and relationship manager. Responsible for optimizing donations and revenue at key strategic workplace accounts and develop new revenue streams through existing and new businesses and/or partnerships. The incumbent will have a passion for the corporate and work/place donor, strong organizational skills, ability to identify and capitalize on market opportunities, and to meet and exceed fundraising goals.

The SDRO will grow corporate support and the donor base and dollars through a compelling offering to organizations. The SDRO operates within the Corporate Giving and Partners team as key relationship manager for a portfolio. Securing new revenue streams within existing UWSVI clients along with new business will be critical to success. The SDRO will be responsible for building and strengthening productive, trusting and respectful relationships with a wide array of stakeholders in order to maximize revenue generation (eg: primarily donations and also including corporate gifts and sponsorship) year-round and with a focus on the community campaign and extending its duration and reach. The SDRO will work with the DCGP on revenue development and will assume some of the day-to-day supervisory responsibilities of Campaign Associates. The incumbent will be highly skilled in delivering to senior business leaders and individual prospects, on-line and in-person presentations and will be a visible and trusted representative of UWSVI.

Accountabilities

- In collaboration with the DCGP, create revenue goals and plans to meet and exceed them at existing UWSVI client workplaces
- Identify new ambitious revenue streams and develop and deliver on the plan
- Assist in a lead role with the DCGP on workplace account analysis and with campaign planning in order to meet revenue/donation targets
- Work closely with the Development team to optimize the donor experience and revenue
- Assist in developing new revenue streams with sponsorships, corporate giving and individuals
- Work collaboratively with other team members and stakeholders
- Working in partnership with long-term volunteers to achieve and grow fundraising objectives within assigned accounts including coaching and guiding volunteers to help them perform their volunteer roles and responsibilities
- Day-to-day supervision of Campaign Associates and volunteers (assisting the Director); coaching and guiding them to effectively perform their roles and responsibilities within their assigned portfolios
- Effective presentations to achieve goals delivered either virtually, in-person or both
- Ensuring that details pertaining to the management of each account is accurate and up to date in our fundraising software: maintaining and producing electronic and paper files, reports and analysis
- Have ownership of processes and procedures for specialized and 3rd party campaigns
- Develop and cultivate relationships with current and new accounts to optimize their participation in UWSVI's fundraising efforts. Understand and prioritize where resources are to be focused to maximize success of relationships and campaigns
- Working closely with the DCGP to develop and deliver training, procedures and curriculum for volunteer programs such as Employee Campaign Coordinators, Campaign Associate Program, the Leadership Program, volunteer orientation and training, database software needs and analysis, Campaign Cabinet management, volunteer recognition and awards
- Provides support as assigned for the organizing of special events
- Other related duties

Education and Experience

- Four-year undergraduate degree in related area (Fundraising, Sales and Marketing) or equivalent combination of education and experience
- This position requires a valid BC driver’s license
- Four years’ experience in a fundraising, sponsorship, business development or sales with key accounts
- Team leadership experience an asset

Skills and Abilities

- Passion for the donor experience of a workplace, with skills and ability for donor-centric fundraising. Requires an interest in human services and promoting community wellbeing, and values diversity and inclusion
- Communication: friendly, engaging, with excellent relationship management skills. Ability to interact with the public and committee members in a courteous, tactful, confidential manner
- Superior listening skills and the ability to interpret the concerns and interests of potential stakeholders and translate them into attractive opportunities for investment in the UWSVI priorities
- Ability to organize and manage a diverse range of assignments and projects with high efficiency, yet thorough attention to detail and follow through
- Excellent communication skills, both oral and writing skills, including the expertise to create fundraising materials and proposals
- Analytical and proficient with Microsoft Suite and CRMs
- Flexible: receptive to change and capable of working independently and as part of a team
- Leadership: able to excel in a team environment and demonstrate ownership, accountability and humility as desired leadership traits
- Ability to facilitate meetings and lead training in group and one on one settings

Core Competencies:

Mission-Focused

The UWSVI’s top priority is to create real social change that leads to better lives and healthier communities.

Relationship-Oriented

The incumbent understand that people come first and is astute in cultivating and managing relationships toward a common goal.

Collaborator

The incumbent understands the roles and contributions of all sectors of the community can can mobilize resources through meaningful engagement.

Results-Driven

The incumbent is dedicated to shared and measurable goals for the common good, creating, resourcing, scaling and leveraging strategies and innovations for broad investment and impact.

The United Way Southern Vancouver Island is a unionized workplace. Salary and benefits for this position are payable inaccordance with the CUPE collective agreement.

The above reflects the general details to describe and evaluate the principal functions of the job identified, and shall not betaken as a detailed description of all the work requirements.

I have read and understand the job description.

Signature of Employee

Date: