



## Campaign Manager – United Way of Henderson County

**Hours and benefits:** Full-time (37.5 hours per week) exempt position. A generous benefit package includes vacation, holiday and PTO leave, health, dental and life insurance, and a SEP retirement plan. See Personnel Policy for full benefit details.

**Reports to:** Director of Community Development

**Salary:** \$45,000-\$50,000, depending on qualifications and experience

**Application Process:** Submit a cover letter and resume to [jobs@liveunitedhc.org](mailto:jobs@liveunitedhc.org). In the subject line of the email, please state your name and the position title, i.e. "Maria Martinez- Campaign Manager". Applications will be received until position is filled. Interviews of select applicants will begin in January 2023. **Applications without a cover letter will not be accepted.** No phone call inquiries, please

**Overview:** The campaign manager is an important fundraising and development position that works closely with staff from all areas and departments to implement year-round fundraising campaign.

- Manage workplace campaigns at businesses and nonprofit organizations
- Manage corporate and sponsorship asks and relationships and ensure sponsors are recognized according to sponsorship benefits packages
- Manage and implement residential mailings plan
- Collaborate with staff to create annual workplace toolkit and ensure sufficient supplies and resources are available for workplace campaigns, residential mailings, and thank yous
- Identify opportunities to increase engagement, donor retention, and new donor acquisition

### Main Duties:

- Corporate/Workplace
  - Lead workplace campaign planning, implementation and reporting
  - Manage account relationships and assignments for employee campaigns
  - Recruit and train annual cohort of Loaned Executives to assist with employee campaigns
  - Create and deepen relationships with campaign accounts and retain account history
  - Develop and share annual workplace materials and online toolkit
  - Pursue opportunities for corporate giving including corporate gifts, corporate matches, and engagement with other give-back and volunteer opportunities as available
  - Organize and pursue corporate sponsorship assignments and requests
  - Research and contact prospects for new account development
- Residential
  - Manage overall mailings timeline and execution for leadership mailings, residential mailings, bulk and prospect mailings, and other mailings as needed
  - Lead mailings list strategy, purchase parameters, and internal list creation using ANDAR database
  - Coordinate with marketing to ensure timely creation of content and supplies
  - Contribute to creative discussion of content messaging and outreach
- Other
  - Provide campaign input and support for Resource Development Committee and reports
  - Provide input and support for additional fundraisers and fundraising opportunities
  - Utilize ANDAR database for entry and reporting, stay up to date with ANDAR database protocols, and identify opportunities for ANDAR clean up
  - Collaborate with staff to plan and implement annual campaign events, recognitions and awards

- Manage thank you process to ensure all donors are recognized and thanked in a timely manner
- Professionally represent UWHC to external audiences including volunteers, donors, radio interviews, workplace campaigns, CEO cultivation, and other public facing roles
- Pursue ongoing professional development opportunities
- Contribute to ongoing team needs and assist with other UWHC duties as needed

*United Way of Henderson County is fully committed to assuring equal opportunity and equal consideration to all applicants. UWHC promotes a workplace that actively seeks to include, welcome, and value unique contributions of all people. We welcome and encourage applications from those with disabilities and from underrepresented racial and ethnic groups. We value diversity and strive for a culture of inclusion and equity where all employees feel respected, supported and valued.*