



United Way of San Diego County

Job Title: Leadership Program Manager
Department: Resource Development
Reports to: Vice President, Corporate Relations
FLSA Status: Exempt/Full Time

POSITION SUMMARY

The Leadership Program Manager will plan, strategize and oversee all aspects of United Way's Women's Leadership Council (WLC) and donor cultivation of leadership givers. The Leadership Program Manager will have a specific focus on WLC management and communication, as well as small fundraising portfolio. The Leadership Program Manager will work closely with United Way executive leadership, WLC Steering Committee, board members, and staff throughout the organization to identify, cultivate, and solicit individuals for leadership investments and membership opportunities.

Objectives

- Develop multi-year strategy for growth and provide oversight of the Women's Leadership Council.
- Create year round engagement plan for members that elevates UWSD's network, makes them feel connected to the group and the work of United Way, and allows them to connect with others in a meaningful way.
- Build communications plan for new and existing members, as well as an effective use of WLC social media to increase engagement and communication.

ESSENTIAL FUNCTIONS

- Organize and manage/supervise the development and engagement of United Way Women's Leadership Council.
 - Work with internal staff and volunteers to develop and implement strategic business plans for the WLC including event mapping and content creation of WLC as a product for donor recruitment, donor retention and engagement, and donor growth.
 - Provide strategy for and implementation of recruitment of individual donors within workplaces by working with development staff to provide pre- and post- campaign strategies for key accounts in order to recruit donors into affinity groups and grow current members' gifts.
 - Provide strategy for and implementation of recruitment of individual donors outside of campaign by identifying leads for prospective donors (including new networks and new target audiences) and developing/strengthening relationships using affinity groups as a tool for engagement.
 - Identify and cultivate partnerships with likeminded groups such as organizational Employee Resource Groups (ERG) and other business and community women's groups.
 - Develop and execute strategies designed to grow the giving levels of the members of the Women's Leadership Council to align all three United Way affinity groups (Tocqueville Society, Women's Leadership Council, Emerging Leaders Council) and donor growth throughout.
- Engage leadership donors by providing stewardship, recognition and opportunities for engagement, inclusive of affinity groups and volunteerism.
- Identify opportunities to diversify fundraising efforts within the WLC (i.e. sponsorships, Text-to-Give, crowdfunding, etc.)
- Provide high and quality customer service by maintaining a positive and proactive relationship to all business interactions and have great customer service orientation to both internal and external key relationships.



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MINIMUM QUALIFICATIONS

- 3 to 5 years of demonstrated success in communications, development, or leading a group of executive volunteers, or strategic planning.
- Minimum education requirement is a Bachelor Degree, graduate degree preferred.
- Significant experience for driving complex planning and decision-making processes through volunteer, management, and/or volunteer structures.
- Ability to lead and manage people.
- High degree of written and verbal communication with a passion for meeting new people and building an effective professional network.
- Expertise in recruiting, training, directing and motivating staff and volunteers.
- Demonstrated skills in working with community leaders and manage a diverse group of volunteers.
- Strong teamwork and time management skills.
- Strong initiative, flexible, maintains strong work ethic.
- Demonstrated skills in strategic and operational planning; tactical planning.
- Demonstrated ability to work independently, manage time effectively and follow-through.
- Demonstrated strong communication and interpersonal skills.
- Demonstrated ability to track multiple projects.
- Demonstrated team player, with positive attitude.
- Demonstrated ability to exercise tact and good judgment.

PHYSICAL DEMANDS

Physical demands described here are representative of those that must be met to successfully perform the essential job functions. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions of the job.

- Must be able to remain in a stationary position 50-75% of the time.
- Needs to be able to move about inside office to access file cabinets, office machinery, etc.
- Frequent walking or standing is required.
- Must be able to remain in a stationary position at the workstation 25% of the time and participate in meetings on and off-site 75% of the time.
- Must be able to utilize their own transportation for work-related travel within San Diego County 50% to 75% of the time.