



## United Way of San Diego County

**Job Title:** Digital Fundraising Manager – Small Business Market  
**Department:** CEO  
**FLSA Status:** Exempt/Full Time

### POSITION SUMMARY

The Digital Fundraising Manager leverages the digital landscape to prospect, solicit, and drive contributions from individuals who work in the small business community. This position will work strategically, creatively, and innovatively to develop maximize both ongoing and long term giving potential from small business employees.

### KEY RESPONSIBILITIES

#### ESSENTIAL FUNCTIONS

- Plan, create, implement and manage the small business development & digital plan for UWSD.
- Develop and improve online donor tools targeted at small businesses and their employees
- In conjunction with marketing staff, develop a toolkit/ portfolio to include: product offerings, return on investment (ROI) piece/s, logo, opportunities to get involved with UWSD, reports and one-pagers and other marketing materials
- Provide excellent customer service by maintaining a positive and proactive relationship in all interactions.
- Develop and maintain processes and timelines for managing the flow of data, funding, and other related issues.
- Build strong working relationships with key internal and external stakeholders: staff, funders, business partners, Board of Directors, etc.

### QUALIFICATIONS

The requirements listed below are representative of the skills, knowledge, and/or ability required.

- 2-5 years of experience in fundraising or relationship sales
- Easily navigate between the fields of marketing, sales, fundraising, and community engagement
- Recent background in digital fundraising and social media
- Experience with Adwords, Analytics, Facebook Blueprint, and Hubspot Inbound
- Experience working with CRM software (Salesforce, Raiser's Edge, Andar, etc.)
- Self-starter, flexible, strong work ethic
- Strategic and operational planning; tactical execution
- Experience developing and implementing plans to target new markets
- Track record of thinking outside the box for innovative ways to use digital platforms for fundraising
- Ability to work independently, manage time effectively and follow-through
- Strong communication and interpersonal skills
- Ability to track multiple projects
- Team player, with positive attitude
- Ability to exercise tact and good judgment
- Ability to set and meet deadlines
- Demonstrated numerical aptitude
- Experience in sales; dealing with rejection and getting around "no"
- Minimum education requirement is a Bachelor's Degree
- Superior verbal and written communication skills; an effective listener and presenter
- Evidence of strong analytical and interpretive skills with internal and external data on the environment, the customer, and industry trends
- Experienced in customer service, sales, and/or marketing

### 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.

- Frequent walking or standing is required.
- Moving about inside the office to access file cabinets, office machinery, etc.
- Hands are regularly used to write, type, key and handle or feel small controls.

**United Way of San Diego County is an equal opportunity employer.**  
4699 Murphy Canyon Road, San Diego, CA 92123  
P: 858.492.2000 • F: 858.492.2062 • [uwSD.org](http://uwSD.org)



## United Way of San Diego County

- Frequent communication with leadership, staff and the public.
- Weights of up to 30 pounds occasionally lifted (carrying devices provided).

### WORK SCHEDULE

Typical schedule is 8:00 a.m. to 4:30 pm, Monday through Friday. Schedule may be occasionally adjusted to include evenings, weekends and holidays as business needs require.