

Position: BUSINESS DEVELOPMENT DIRECTOR
Department: MARKETING AND DEVELOPMENT
Reports to: VP Donor Engagement and Development
Date Prepared: July, 2018

THE ORGANIZATION

United Way of Salt Lake's (UWSL) mission is to build powerful partnerships that achieve lasting social change. We implement data-driven, equitable practices to eliminate barriers to success, and create opportunities and solutions that assist people to achieve their goals, dreams, and human potential. Our workplace is fast-paced, progressive, innovative, friendly, and adaptive; our core values are: Relationships, Results, Innovation, and Continuous Improvement. At UWSL we believe in celebrating success, learning from failure, and setting ambitious goals. We offer competitive compensation including a comprehensive benefit package, generous paid time off, and flexible schedules - all contributing to our unique company culture.

POSITION OVERVIEW

Under the direction of the VP Donor Engagement and Development, the Business Development Director (BDD) will lead the development and execution of new-business relationships that align with UWSL's results-focused work in schools and communities. The BDD will identify and pursue leads through networking opportunities, board member associations, and other qualified avenues. The BDD will segment new business prospects and identify strategic opportunities for engagement and alignment. In addition, the BDD will be responsible for pursuing current Salesforce Philanthropy Cloud leads and identify new opportunities to implement the employee engagement platform.

ESSENTIAL FUNCTIONS

1. Identify, research, and cultivate new businesses that align with UWSL's mission
2. Develop and maintain relationships with C-Suite level executives to foster mutually beneficial relationships
3. Use knowledge of the market and competitors, identify and develop the company's unique selling propositions, differentiators, and Corporate Social Responsibility goals
4. Set up and arrange meetings between the company's decision makers and the appropriate members of the UWSL leadership team
5. Identify fundraising opportunities and solicit companies for Salesforce Philanthropy Cloud partnerships, corporate gifts, sponsorships, grants, and/or annual giving
6. Manage a portfolio of corporate prospects and provide correspondence, consistent reports, and other stewardship engagement activities
7. Represent UWSL, attend industry functions such as association events, chambers, and conferences to cultivate relationships with key decision makers of companies
8. Establish, refine, and execute research and a cold call process to ensure a robust pipeline of new opportunities and renewed relationships with lapsed businesses
9. Create proposals and agreements for solicitation purposes
10. Develop and execute engagement plans and revenue forecasts in Salesforce (CRM) and track engagement activities and progress towards revenue goals
11. Submit weekly and monthly progress reports and ensure data is accurate

12. Internally research and thoroughly understand UWSL's unique collective impact needs (both current and future) in order to align the appropriate corporate partners in UWSL's future growth
13. Support the Development team with other fundraising projects and events as needed

CORE COMPETENCIES

- Demonstrated ability to establish, cultivate and steward strong relationships with new business prospects and donors to build and maintain lifelong partnerships and trust with UWSL.
- Ability to develop and execute fundraising/sales strategies and plans that integrate into the organization's mission, priorities and goals.
- Uses compelling arguments to gain the support and commitment of others.
- Resolves conflicts and differences through dialog and open communication - rebounds from setbacks and adversity when facing difficult situations.
- Consistently achieving results, even under tough circumstances; Develops a challenging vision of the future and strives to create it through winning new business.

MINIMUM REQUIREMENTS

- Bachelor's degree or equivalent experience in marketing, business, or communications (MBA or MPA preferred)
- 5 years of fundraising, sales, or marketing experience
- 2 years experience with project and team management
- Proven experience and knowledge of the Utah business market
- Exceptional writing and presentation skills
- Proficient with Google and Microsoft Suites and CRM systems (preferably Salesforce)

PHYSICAL REQUIREMENTS

The employee is regularly required to communicate clearly, in oral and written formats, with others in person, over the phone and via other devices. The employee must be able to transcribe, read extensively, prepare and analyze data and figures, operate a computer and other standard office machinery. The employee is required to regularly travel to locations outside of UWSL facilities to set-up displays and presentations in both physical and electronic forms. The employee must have the ability to lift, carry, push and/or pull objects weighing up to 50lbs.

BENEFITS

This is a exempt, full time position with complete benefits. Salary to commensurate with experience.

APPLY

Please visit <https://uw.org/about/careers/> to apply for our current openings. A complete application will include a resume and cover letter. You may contact jobs@uw.org if you have any questions regarding employment opportunities.

NOTE: The statements in this position description are intended to describe the general nature and level of work being performed but are not to be seen as a complete list of responsibilities, duties, and skills required of the person employed. Also, the statements do not establish a contract for employment and are subject to change at the discretion of the employer.