

Position: CORPORATE RELATIONS DIRECTOR
Department: Marketing and Development
Reports to: Chief Marketing and Engagement Officer
Date Prepared: February 2019

THE ORGANIZATION

United Way of Salt Lake (UWSL) is changing the way organizations, communities, schools, governments, and individuals work to fix complex social problems. Together, we can help every child and family succeed at school and life. UWSL's workplace is fast-paced, friendly, adaptive, and grounded in our core values: relationships, continuous improvement, results, and innovation. We offer competitive compensation including a comprehensive benefit package, generous paid time off, and flexible schedules. People with diverse backgrounds and abilities are encouraged to apply. Join us in changing the world, and giving everyone in our community the opportunity to live their best life.

POSITION SUMMARY

The Corporate Relations Director (CRD) reports directly to the Chief Marketing and Engagement Officer (CMEO), and is a member of the Marketing and Development (MD) leadership team. This role is responsible for leading a strategic plan to increase retention and growth of corporate donor base. With a team of relationship managers, they will manage a portfolio of corporate partners and find deeper alignment with corporate philanthropic values, further positioning UWSL as experts in community investment and employee engagement. This role oversees, supports, and assists volunteer councils and board members to participate in philanthropic support, volunteer activities, and events.

ESSENTIAL FUNCTIONS

1. Research, develop, and implement new strategies and best practices to strengthen resource development results in corporate gifts, corporate grants, employee giving campaigns, event sponsorships and more
2. Cultivate and oversee relationships with current and prospective donors with strong executive-level attention through personal contact, including phone calls, email, written correspondence, and visits; sets appointments and meets with prospects and current donors
3. Establish, monitor, and report fundraising goals and revenue to CMEO and other senior leaders; prepare information for meetings with high-level executives; maintain accurate records, develop and manage related processes
4. Manage, coach, and support Corporate Engagement fundraising team:
 - a. Create a supportive team environment focused on progressive sales and relationship management techniques; aid in development and execution of strategies to improve related activities
5. Ensure accurate team use of Constituent Relationship Management (CRM) software to ensure accuracy in revenue projections and goals
6. Work with Business Development Director to ensure new corporate partners receive the highest levels of customer service and partnership onboarding
7. Collaborate with Donor Engagement team to develop leadership giving strategies for corporate campaigns
8. Research and implement ongoing fundraising training opportunities to provide team with world-class tools to better understand donor cultivation and stewardship
9. Coordinate with local and United Way network affiliates across the country that are innovating

within a new philanthropic marketplace
10. Perform other duties as assigned

CORE COMPETENCIES

- Exceptional communicator in all formats
- Develop people to meet both their career and the organization's goals
- Relates openly and comfortably with diverse groups of people
- Builds partnerships and works collaboratively with others to meet shared objectives
- Operates effectively, even with things are not certain or the way forward is not clear
- Provides direction, delegates, and removes obstacles to get work done
- Develops team and talent; effectively resolves conflict and rebounds from adversity
- Demonstrated ability to establish, cultivate, and steward strong relationships with donors
- Ability to develop and execute fundraising strategies and plans to meet organization priorities
- Consistently achieves results, even under tough circumstances

MINIMUM REQUIREMENTS

- 3-5 years of demonstrated experience, success, and progressive responsibility in fundraising
- Bachelor's degree in marketing, business, communications; or equivalent relevant experience; related master's degree preferred
- Proficient with Google and Microsoft Suites
- Knowledge and experience using CRM software (experience with Salesforce a plus)

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; 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 offsite locations to set-up presentations and displays physical and electronic forms; must have the means and ability to travel; to lift, carry, push and/or pull objects weighing up to 30lbs.

BENEFITS

The position is full-time, exempt with complete benefits. Salary to commensurate with experience.

APPLY

Please visit UWSL's [Career Center](#). A complete application will include a resume and cover letter. You may contact jobs@uw.org if you have any questions regarding employment opportunities.