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## VICE PRESIDENT RESOURCE DEVELOPMENT

### JOB SUMMARY

The Vice President of Resource Development serves as the chief development officer of the organization. The VP must establish, promote and strengthen relationships between United Way of Brevard and key individuals to maximize revenue to achieve our organization's mission. Primary responsibility is overseeing all facets of the annual community-wide campaign (\$6.3M). Other responsibilities include planned giving, grantwriting and other resource development activities. The VP must motivate and guide the organization's commitment to resource development at all levels of the organization including the President and Board. Reports directly to the President.

### SPECIFIC RESPONSIBILITIES

1. Provides leadership to the Campaign Chair and Cabinet with regard to establishing objectives and strategies that strengthen campaign activities and maximize outcomes.
2. Responsible for the recruitment and training of campaign volunteers including but not limited to Loaned Leaders and Employee Campaign Managers. Supervises and coordinates the activities of the campaign volunteer programs.
3. Effectively manages and leads the four-person Resource Development staff team, holding them accountable with annual measurable goals and objectives.
4. Develops a strategic framework to guide growth and evaluation of workforce, individual and other giving programs.
5. Develops a strategic framework to guide growth and evaluation of other resource development initiatives including grants, special events, principal, major and planned gift programs.
6. Understands, interprets and presents complex statistical and financial data. Provides timely accurate reporting to President and Board on Resource Development results and performance.
7. Collaborates with the Director of Communications to develop and implement a written year-round campaign/public relations program. This includes the development of print, audio and video materials for a variety of targeted groups.
8. Performs other related duties as assigned.

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**United Way of Brevard**

[www.uwbrevard.org](http://www.uwbrevard.org)



## POSITION REQUIREMENTS

The requirements listed below are representative of the knowledge, skill and/or ability required to perform the position in a satisfactory manner. Individual abilities may result in some deviation from these guidelines.

- Bachelor's degree in Communications, Business, Marketing, Sales or related field and six (6) or more years of related experience in nonprofit fundraising.
- Demonstrated education and/or successful experience in sales force management, personnel management, customer service management, project management or nonprofit management.
- Strong project management skills with timely and consistent attention to follow-up.
- Personal leadership within a team environment – multi-tasker, self-motivated and takes initiative, shares credit and takes responsibility for actions.
- Excellent organization and time management skills and the ability to work with minimal supervision while performing duties.
- Effective problem solver and decision maker.
- Exceptional oral, written and interpersonal communication skills with solid public speaking experience and the ability to apply common sense to carry out instructions and instruct others, interpret documents, understand procedures, and write reports and correspondence.
- Intermediate skills in personal computer operation, including word-processing and spreadsheets. ANDAR database knowledge a plus.
- Ability to read, analyze and interpret business specific documents including government documents and statistical data is required.
- Current Florida driver's license and a vehicle with appropriate insurance coverage if required to drive in the course of performing assigned duties and responsibilities.

## SEARCH PROCESS

United Way of Brevard will be accepting applications through March 13th. A cover letter (required) to the United Way President and a resume' should be emailed to [dbarber@uwbrevard.org](mailto:dbarber@uwbrevard.org). Phone interviews will be the next step for candidates that advance in the search process. Our goal is to complete the process by May 1st.

## UNITED WAY OF BREVARD COUNTY (UWBC)

United Way of Brevard County's mission is *to be Brevard's Leader in Mobilizing the Caring Power of our Community*. To achieve our mission, UWBC generates over \$8.2M (FY2014-15) in resources through fundraising, grant writing and other activities. UWBC funds 56 programs at 41 agencies. UWBC's strategic focus is on the building blocks of a good life – Education, Income and Health. In our annual campaign, our team coordinates campaigns at over 300 local organizations, soliciting nearly 80,000 individuals with over 23,000 contributors. Direct mail, special events and other resource development strategies are also employed to reach our goals. UWBC has a staff of 32 FTE including grant-funded direct-service programs.

FOR ADDITIONAL INFORMATION ABOUT UNITED WAY OF BREVARD, PLEASE VISIT [WWW.UWBREVAR.D.ORG](http://WWW.UWBREVAR.D.ORG).

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