



## UNITED WAY OF THE PIEDMONT Position Description

**Title:** Corporate Development Director

**Reports To:** VP of Resource Development

**Core Hours:** Full-time. Core Hours of Monday-Friday, 8:00 a.m. to 5:00 p.m.  
Must be able to work a flexible schedule with the possibility of some early morning, evening, and weekend work.

**Position Objective:** The Corporate Development Director is charged with growing and strengthening relationships with a select group of organizations and employee market segments within those organizations as well as developing relationships with new corporate partners that diversify revenue streams. The position objectives are to maximize giving growth through a concerted effort to establish and grow meaningful relationships with company leadership, key influencers / stakeholders, priority donors and new business contacts. (S)he will be responsible for creating and executing the short- and long- term account plans for each organization to realize substantial revenue growth. This outward-facing role will require the candidate to be a leader who has the demonstrated ability to build strong, mutually beneficial relationships.

### Key Responsibilities

#### **Existing Corporate Account Management: (60%)**

- Direct responsibility for building strong, mutually beneficial relationships with key corporate partners and individual donors within an assigned account portfolio
- Accountable for completing face-to-face meetings weekly with customers and prospects throughout assigned accounts in order to expand United Way's influence within each organization
- Build relationships across functions/levels within companies including but not limited to executives, midlevel management, foundation, Human Resources, Marketing and Communications
- In partnership with Director of Leadership Giving & Affinity Groups, develop relationship with individual donors and a plan to steward and cultivate those relationships through leadership giving and affinity group involvement
- Serve as the year-round point of contact and strategic consultant for assigned portfolio of accounts and relationships connecting accounts to volunteer and engagement opportunities that strengthen those relationships
- Working with staff and volunteers, the Corporate Development Director will drive the execution of account plans and manage the action steps and results from these efforts.
- The Campaign Director will track revenue generation, retention, visits, and key business activity throughout the year, provide regular activity status, update projections to target, and conduct the appropriate account analysis to build and refine business goals.

- Provide the “ideal experience” for donors by promptly handling inquiries, valuing donor gifts regardless of the size, and regularly communicating about UWP investments and the community impact those investments are making.
- Monitor account progress, evaluate results, identify potential problem areas, and develop and implement corrective/improved procedures and methods in a timely fashion.
- Prepare the appropriate paperwork for Finance to ensure assigned workplace campaigns are closed in a timely manner.

#### **New Business Development and Management: (40%)**

- Develop, motivate, and manage a key group of volunteers to assist in fundraising activities in small business sector
- Accountable for completing face-to-face meetings weekly with prospective corporate partners in order to build relationships and to match a prospective company’s community focus/financial giving with work for UWP
- In partnership with Engagement Department, connect prospecting corporate partners to appropriate volunteer activities that deepen their understanding of UWP for the purpose of developing new revenue streams.
- In partnership with all UWP departments, develop “products” that connect with the Corporate Social Responsibility platforms of prospective corporate partners
- Participate in community/business activities for the purpose of lead generation, networking and championing the UWP brand throughout the community.
- Connect volunteers to the Community Impact work to increase financial support of United Way through workforce campaigns, individual contributors, and new business opportunities
- Formalize Small Business/Corporate Giving Structure that increases non-workplace campaign related revenue streams

#### **Education/Experience**

- Bachelor’s degree in related field preferred or equivalent experience.
- Five+ years experience in consultative sales in either for-profit or nonprofit entities
- United Way experience preferred

#### **Additional Accountabilities**

- Must be willing to actively participate in overall Resource Development activities relating to meeting coverage, idea generation, overall campaign/Campaign Coordinator support and other efforts that strengthen the overall development and marketing efforts of UWP.
- Maintain collaborative working relationships with United Way staff and external customers
- Focused sales/marketing experience with an applied emphasis on customer relationship building
- Effective oral and written communications skills with an ability to relate with a diverse group of individuals or organizations in an effective manner
- Effective public speaker
- Ability to think strategically with proven, strong ability to execute on plan
- Ability to take initiative and be creating in thinking and solutions
- High-energy individual who takes initiative with a positive outlook who can manage ambiguity and change
- Demonstrated ability to manage a portfolio of assigned accounts
- Use tact and judgment in dealing with others and effectively influence people in all types of positions
- Proficiency in Microsoft Office Suite and Outlook required
- Proficient overall computer skills (familiarity with CRM systems preferred)
- Commitment to excellence and to the mission of United Way of the Piedmont

- Valid drivers license and access to transportation throughout the workday
- Ability to work early morning and evening hours when needed
- Good physical condition with the ability to bend, lift up to 50 pounds and withstand the demands of an active position
- Able to read, write, understand, and speak English fluently
- Perform other duties as assigned

Resumes with cover letters should be mailed to:

United Way of the Piedmont

ATT: VP of Resource Development

PO Box 5624

Spartanburg, SC 29304

Or emailed to [mgreene@uwpiedmont.org](mailto:mgreene@uwpiedmont.org)