



**Job Title:** Campaign Director  
**Department:** Resource Development  
**Reports to:** VP, Resource Development

**FLSA Status:** Exempt  
**Core Hours:** Mon – Fri; 8am-5pm  
**Revision Date:** June, 2019

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## **SUMMARY**

The Campaign Director is charged with growing and strengthening relationships with a select group of organizations and employee market segments within those organizations. The position objectives are to maximize giving growth through a concerted effort to establish and grow meaningful relationships with community leadership, company leadership, key influencers / stakeholders and priority donors in order to retain our current donor base and develop new donor relationships. (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 requires the candidate to be a leader who has the demonstrated ability to build strong, mutually beneficial relationships.

## **ESSENTIAL DUTIES and RESPONSIBILITIES**

- Serve as the year-round point of contact and strategic consultant for assigned portfolio of accounts and connecting accounts to volunteer and educational opportunities that strengthen those relationships
- Serve as the year-round point of contact regarding all UWP communications
- 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.
- Direct responsibility for building strong, mutually beneficial relationships with key corporate partners and individual donors within an assigned account portfolio
- Educate workforce of accounts about the work of United Way through impactful and persuasive presentations.
- Develop, motivate and manage key volunteer groups.

## **QUALIFICATIONS**

**To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.**

## **ESSENTIAL SKILLS and EXPERIENCE**

- Bachelor’s Degree in related field or equivalent experience.
- Minimum of 3 years in consultative sales in either for-profit or nonprofit entities
- United Way experience preferred.
- Experience working in Customer Relationship Management (CRM) Systems
- Demonstrate:
  - Strong ability to effectively communicate both verbally and in written format.



- Strong public speaking skills
- Strong interpersonal skills with ability to work independently or with others as a team.
- Ability to develop strong professional working relationships and collaborate with both internal and external partners.
- Ability to persuade or influence others in favor of a service, point of view, or course of action.
- Strong ethical standards, reliability, accountability, professional excellence, positive attitude, and confidentiality.
- Maintain a high level of integrity for self and others.
- Demonstrated excellent customer service skills.
- Excellent attention to detail and sense of urgency, ability to prioritize with an emphasis on quality and accuracy of work.
- Ability to multi-task, prioritize and deal with interruptions while meeting timely deadlines.
- Ability to change course of action due to shifts in work demands.
- Ability to operate a personal computer using standard or customized software applications appropriate to assigned tasks including proficiency in Microsoft Office Suite.

#### **PHYSICAL DEMANDS and WORK ENVIRONMENT**

**The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.**

While performing the duties of this job, the employee is regularly required to stand, sit, talk, hear, and use hands and fingers to operate a computer and telephone. The employee is frequently required to reach, stoop or kneel. Specific vision abilities required by this job include close vision, distance and color vision due to computer work. May be required to lift, push, or pull up to 25 pounds occasionally.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. There is moderate noise associated with a business office including telephones, computer keyboards, printers, office traffic and visitors. The work environment requires the individual to have the ability to work in a confined space and sit at a computer terminal or in conference rooms.

**United Way of the Piedmont is an Equal Opportunity Employer.**

**Employer of National Service: AmeriCorps, Peace Corps and other National Service alumni are encouraged to apply.**

**TO APPLY 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)