



Greater Milwaukee
& Waukesha County

SUMMARY

United Way of Greater Milwaukee & Waukesha County (UWGMWC) has a unique position opening as **Account Manager – Strategic Markets**.

United Way of Greater Milwaukee & Waukesha County envisions a world where all individuals and families achieve their human potential through education, income stability and healthy lives. United Way advances the common good by recruiting people and organizations who bring the passion, expertise and resources needed to get things done. United Way's global mission is to improve lives by mobilizing the caring power of communities to advance the common good. We invite you to be a part of the change – to Live United.

United Way is a recognized national brand and is the largest funder of health and human services outside of the federal government. Funds raised through UWGMWC remain local and are invested in nearly 220-plus programs at over 110 local nonprofit program partners.

POSITION OVERVIEW

Manage the fundraising efforts of the Leadership and Community Gifts divisions. Provide a wide range of support services and coordination for fund raising and annual campaign activities. Recognize and maintain the confidentiality and sensitive nature of division matters. Anticipate potential problems and develop solutions.

KEY JOB FUNCTIONS

LEADERSHIP CAMPAIGN IMPLEMENTATION & MONITORING

- Work with Leadership Society Co-chairs to develop program strategies.
- Work with Leadership Society Co-chairs to recruit volunteers that are aligned with target markets.
- Lead the development of the Leadership rating list.
- Lead assignment process for Leadership solicitations both in and out of the workplace.
- Manage individual goal-setting process for Leadership and Community Leadership prospects.
- Set division goals and projections.
- Identify concerns and opportunities and direct corrective actions in a timely manner.
- Prospect for potential new donors, campaigns and corporate contributions.
- Maintain accurate account information in ANDAR.
- Strategize and implement the most effective methods to cultivate new high potential prospects.
- Develop new volunteer and recognition opportunities for the Leadership Society, including events, advisory groups and incentives.
- Act as staff liaison for Leadership Society volunteers.
- Manage and produce annual donor recognition publication process and ensure that donor and company information is accurate for over 5,000 names.

MANAGE SOLICITATION EFFORT OF COMMUNITY GIFTS DIVISION

- Manage the fund-raising efforts of the Community Gifts division, including direct mail and telefunding efforts.
- Create division strategy and messaging based on the overall marketing strategy.
- Develop direct marketing budget, altering strategies as needed.
- Develop and design direct mail packages and to write content for letters and telefunding script.
- Utilizing RFP process, select external vendors and serve as primary contact.
- Work closely with Information Technology to develop direct mail and telemarketing reports and to develop appropriate online pledging method.
- Share direct mail and telemarketing timeline and process with Finance & Operations Information Technology, Marketing & Communications, and Campaign.
- Analyze campaign results.
- Interview and train seasonal telemarketing staff and oversee their progress.
- Set divisional goals and prepare projections.
- Provide excellent customer service to resolve donor issues.

MANAGEMENT OF LOYAL CONTRIBUTOR PROGRAM

- Develop and implement program to recognize Loyal Contributors.
- Provide year-round engagement to include but not limited to birthday recognition, Season of Caring activities, newsletters, website updates.
- Document process and procedures for assigned tasks.

AGENCY BOARD CHALLENGE (ABC) PROJECT COORDINATION

- Serve as lead and main contact for all Board members participating in the program.
- Coordinate all speaking engagements with Agency Partners providing a high level of customer service to all key stakeholders.
- Provide current talking points to all presenters and any other materials per their request.

LEAD IMPACT NETWORK CHANGE (LINC)

- Serve as back up staff member for internal LINC event planning team and attend LINC events.
- Participate in weekly conference calls with National LINC Compact members in other cities to be sure LINC has a consistent messaging and feel to all members.
- Attend or participate in national LINC meetings or conferences as needed.

KEY QUALIFICATIONS

SUPERVISORY RESPONSIBILITIES Supervisory responsibility of seasonal telefunding staff.

EDUCATION and/or EXPERIENCE

- Undergraduate degree related to marketing, sales, business, or philanthropy and a minimum of three to five (3-5) years related experience, or equivalent experience directly related to fundraising. Understanding of marketing, sales, and customer service roles.
- Direct Mail Campaign Experience preferred.
- Computer experience and competence with Microsoft Word, Access, Excel, or other similar programs. Ability to communicate and interact well on all levels. Demonstrated skills in letter and memo writing and development. Demonstrated attention to detail and organizational details.

LANGUAGE SKILLS

- Write reports, business correspondence, and procedure manuals.
- Effectively present information and respond to questions from groups of managers, customers, other employees, and the general public.
- Communicate and work effectively with volunteers and others in the community representing a broad range of interests and backgrounds.
- Demonstrated verbal and written communications skills.

OTHER SKILLS Work in a complex environment using technical and interpersonal skills. Strong analytical abilities, also demonstrating the ability to anticipate problems and identify and implement solutions when needed. Work independently, recognize tasks, implement and follow through to completion. Problem solve and work with flexibility. Prioritize and work on more than one project at a time.

TO APPLY:

For further job criteria and complete details, click on: <https://www.milwaukeejobs.com/j/27950805> . **If you meet or exceed job requirements, please apply directly at this web address today.** Please indicate salary requirements.

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