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| **TITLE:** | **Development Director** | **GRADE:** |  |
| **FLSA:** | **Exempt** | **SALARY:** | **$60,000** |
| **SEGMENT:** | **Nonprofit** | **LOCATION:** | **Amarillo, TX** |
| **CATEGORY:** | **Full-Time** | **REPORTS TO:** | **Sr. Director Resource Development**  **Secondary: President/CEO** |
| **SHIFT:** | **M-Th 8:30am-4:30pm, Fridays remote or in-office, with flexibility some overtime may be required. Travel may also be required.** | **REVISED:** | September 2024 |

**GUIDING PRINCIPLES**

**ESSENCE:** We gather community resources to advance the common good. (Who We Are)

**MISSION:** To unite community ideas and resources to fight poverty and create opportunity for all. (What We Do)

**VISION:** A community living United: all of us helping all of us. (Our Aspiration)

As problems become increasingly complex, so do their solutions. There is no silver bullet that will solve systemic challenges like income inequality, school readiness and health equity. We know that community is the cornerstone of society and that creating the community we want for our children requires all to work together for the common good. We believe we should innovate and invest in our community like never before.

**WE MUST HAVE A DEEP UNDERSTANDING OF OUR LOCAL NEEDS**

* To solve problems, we need to know where the problems begin. Power lies in understanding the community we serve.
* Our United Way knows where unhoused individuals most often go to seek shelter, what exactly is keeping people from accessing a well-intentioned philanthropic or government program, what barriers children face in reaching their full potential and what problems keep a retired person from living their golden years in good health and stability, and how long it takes a family to travel to the grocery store, visit a doctor or find a park. This gives us unparalleled access to information about the underlying factors of community needs that, if addressed effectively, can change lives.
* We seek to be data driven. We cannot underestimate the importance of understanding before action.

**WE MUST REFLECT THE PEOPLE WE SEEK TO SERVE**

* We must remember that we are partners, not saviors! If we want to solve community problems, we must **LISTEN** to our community and ensure that we reflect the voices and experiences of those we serve. To come up with innovative solutions to address big challenges, the people in the rooms where funding and allocation decisions are made must look like the people we are seeking to help.
* We honor the contributions made at all levels. We will keep donors informed about how their investments in the work of United Way are being used and the results we see from their investments.

**WE MUST BE IN IT FOR THE LONG HAUL**

* The building blocks for a good life are a solid education, good health and the ability to achieve financial stability. United Way bases our partnership decisions on these foundational aspirations. We also know that providing for an individuals’ basic needs contributes to their capacity for growth.
* **There is nothing more detrimental to our efforts to empower our community than failing to live up to our promises.** Realistically, community change takes time. It can be difficult to see or clearly measure but if we want to meet and address urgent needs in rapidly changing times, we will invest for the long run.
* **We convene community impact partners around issues where collaboration will improve the end results.** We lead our community impact partners and guide them into areas that provide results. We also collaborate with others to improve the overall common good even where we may not have a direct impact or direction.

**NOTE:** Currently our target population is ALICE (Asset Limited, Income Constrained and Employed) ALICE is a term used to describe individuals and families who maintain regular employment but remain in relative poverty due to low levels of pay and dependent expenditures.

**Position Overview for Development Director**

* Seek out new workplace relationships within the service area to grow resources for United Way of Amarillo & Canyon.
* Establish and strengthen relationships with donors, employers, and the community to build donor loyalty.
* Raise/leverage resources and ensure a positive brand experience with United Way of Amarillo & Canyon.
* Support the effective and efficient management of a portfolio of accounts generating annual contributions to meet or exceed organizational revenue goals.

**Key Responsibilities for Development Director**

* Creating leads from special event involvement to build new relationships and new revenue.
* Successfully cultivates new accounts continuously and maintains and manages the current portfolio of accounts for Potter and Randall Counties.
* Keeps Sr. Development Director apprised of current and potential accounts.
* Keeps Campaign Director apprised of current and potential accounts.
* Provide ongoing and timely donor and volunteer stewardship.
* Developing and maintaining quality relationships to establish a large, committed volunteer base who supports United Way.
* Manage and update the relationship database of current and potential donors ensuring that account data is updated regularly.
* Participate in community activities which contribute to the acquisition and retention of corporate and individual accounts.
* **Introduce new corporate accounts to United Way through internal special events.**
* Assist and support fundraising special events such as the golf tournament, clay shoot, and gala.
* Encourages community-wide participation in Kickoff Event, Day of Caring, and Youth Cabinet
* Other duties as assigned by Sr. Resource Development Director, and President/CEO.

**SUPERVISORY RESPONSIBILITY**

There are no supervisory responsibilities for this position.

**COMPENSATION AND BENEFITS**

UWAC offers a competitive salary, commensurate with qualifications and experience. UWAC currently provides a 401k match and full range of leave and insurance benefits.

**MINIMUM QUALIFICATIONS**

* Bachelor’s Degree preferred in Nonprofit Management, Social Work, Business, Public Administration, Education, or a related field.
* Experience in non-profit fundraising or sales.
* Ability to successfully use Microsoft Office and other technology to manage data and compose reports.
* Ability to successfully utilize social media (Facebook, Twitter, Instagram, etc.) for Campaign advertisement.

Send resume and cover letter to Adriana@uwamarillocanyon.org