



United Way
of Frederick County

POSITION TITLE: Director of Advancement
REPORTS TO: President & CEO, member Executive Team
MANAGES: Marketing & Communications Manager, interns and volunteers
INTERNAL INTERACTIONS: Board of Directors, Resource Development Committee, Executive Team and United Way staff and volunteers
SALARY: \$57,000 to \$61,000 – competitive benefits package
POSITION TYPE: Full Time
FLSA CLASSIFICATION: Exempt

United Way of Frederick County improves lives by mobilizing the caring power of our community to advance the common good.

ORGANIZATIONAL BACKGROUND

Though part of a national network (United Way Worldwide), United Way of Frederick County (UWFC) is a locally-focused and independent 501(c)3 non-profit institution. UWFC's objectives are to improve education, promote healthy living and help families achieve financial stability. Specifically, UWFC is interested in improving conditions for ALICE (www.uwfrederick.org/ALICE). UWFC unites the smartest minds, the biggest hearts and the hardest working hands in Frederick County to tackle the community's toughest challenges. Corporate donors, community members, loyal volunteers and philanthropic organizations make up UWFC's network of partners which work together to create measurable impact and lasting change.

GENERAL DESCRIPTION/POSITION SUMMARY

The Director of Advancement fulfills the mission of the United Way of Frederick County (UWFC) by planning, evaluating and guiding the organization's fundraising and communication strategies. The position is responsible for securing individual and corporate contributions, grant writing and public relations. The Director of Advancement provides innovative and strategic leadership to UWFC by developing and implementing effective plans to increase charitable contributions and positive public image. The Director of Advancement should be mission-focused, relationship-oriented, results-driven, and collaborative.

KEY RESPONSIBILITIES & DUTIES

- Plans the comprehensive advancement program in alignment with organizational needs, strategic objectives and the annual budget

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- Develops and manages a communications plan to increase UWFC's community-wide positive organizational profile
- Collaborates effectively with the President & CEO, staff associates, volunteers, committee chairs
- Demonstrates professionalism in conduct and work habits

Detailed Responsibilities and Duties

Fundraising:

- Plans and implements a comprehensive fundraising campaign including workplace and individual giving, foundation and government granting and corporate sponsorships
- Provides passionate, informed and ethical presence as a key representative of the UWFC in the community
- Demonstrates a commitment to United Way values and helps steward its process in which people of diverse backgrounds can help shape a vision of mobilizing our community to improve lives
- Provides fundraising leadership to UWFC volunteers and aligns volunteers to meet organizational goals

Communications:

- Works cooperatively and professionally with UWFC staff to develop a communications strategy that creates a more significant presence of the organization in the community and grows the organization's positive image
- Uses outstanding creative thinking to develop ideas for interest stories and works with communications staff to promote those stories to community press outlets
- Ensures grammatical and informational accuracy in all promotional materials
- Manages a small full-time, intern and volunteer staff to meet UWFC's communications goals

JOB REQUIREMENTS:

- Bachelor's degree with at least five years of progressive fundraising/advancement experience
- Outstanding writing and editing skills
- Superior interpersonal skills and a personable demeanor
- Commitment to Association of Fundraising Professionals' Code of Ethical Standards
- Knowledge of non-profit fundraising and donor relations strategies
- Successful grant writing and management experience
- Understanding that good stories drive fundraising opportunities and ability to develop stories to facilitate fundraising
- Strong organizational abilities, including staff management, plan development and task facilitation
- Ability to collaborate with and motivate Board members and other volunteers

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- Willingness to work in a small business atmosphere
- Ability to work some nights and weekends

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of advancement activities
- Able to communicate effectively both in written and verbal form
- Able to work well with others
- Skill in organizing and relating information in an easily understood way
- Skill in job appropriate technology
- Skill in critical thinking and planning

Your cover letter, resume and salary requirements should be sent to:
uwadvancementdirector@gmail.com

No phone calls to the local office please.

APPLICATION DEADLINE: January 15, 2018

United Way of Frederick County is much more than an equal opportunity employer. UWFC strives to be a model of diversity, equity and inclusion. UWFC's Board of Directors, staff, volunteers and programs proudly reflect the Frederick County community, its many faces, cultures and walks of life without regard to socioeconomic status, gender, ethnicity, religion, age, sexual orientation and physical or mental disabilities.

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