



Job Description

The position description is a guide to the critical duties and essential functions of the job, not an all-inclusive list of responsibilities, qualifications, physical demands, and work environment conditions. Position descriptions are reviewed and revised to meet the changing needs of the organization at the sole discretion of management.

FUNCTIONAL JOB TITLE: Senior Vice President of Marketing and Resource Development

DEPARTMENT: Marketing & Communications/Resource Development

REPORTS TO: President and CEO

FOR HUMAN RESOURCES ONLY

FLSA EXEMPT: Exempt

DATE: September 2024

AUTHORIZED BY:

Primary Function:

The Senior Vice President of Marketing and Resource Development oversees \$3 million dollars of revenue and creates an annual plan for growth. Responsible for coordinating a team of Marketing and Development staff to successfully execute in their positions. The Senior Vice President of Marketing and Resource Development works to identify and cultivate all sources of revenue, including working with high-net-worth donors. This position oversees all aspects of marketing and public relations for the organization including advertising/public service announcements, print publications, social media, media relations and electronic communications. The position reports directly to the President & CEO. The candidate will also interface with consultants as needed.

Core Development Responsibilities:

- In conjunction with the President & CEO, and the Board of Directors, develop goals, timeframe and strategies that assure success for all revenue centers.
- Coordinate all aspects of the organization's Major Gifts Program in conjunction with the Board of Directors.
- Effectively utilizes labor contacts to assure participation.
- Responsible for securing Leadership gifts.
- In conjunction with United Way senior management, responsible for cultivating CEOs and senior

management of all priority accounts and bringing these individuals, when possible, into key volunteer positions within the organization.

- Serves as point of contact for Government Officials, and is the Advocacy Liaison for the organization.
- Responsible for the Strategic Development of Events and major partnerships with organizations.
- Acts as a spokesperson for the organization in absence of President.
- May be assigned other tasks and duties reasonably related to job responsibilities.

Oversee various activities related to the organization's Marketing functions, including:

- Media planning, releases, and advisories.
- Organization's marketing plan and advertising schedule.
- Event Management.
- Board level Marketing and Communications Committee.
- Maintaining and improving organization's brand and image through integrated marketing approaches.
- New marketing communications, events and other revenue generating initiatives.
- Representation of United Way of Long Island at business, marketing, and networking functions to increase engagement opportunities for United Way.
- Providing the need for assistance to other departments with messaging, presentations, and speeches.

Educational Requirements:

- Bachelor's degree in related field.

Skills and/or Experience Required:

- Ten years non-profit fundraising/marketing experience.
 - Strong staff and project management skills.
 - Ability to operate a personal computer and familiarity with automated office support systems and applications.
 - Knowledge of databases administration
 - Ability to effectively communicate with all levels of management, staff, volunteer leaders and public officials.
 - Experience and advanced knowledge of social media.
 - Experience working with writers, designers, photographers, printers and members of the media.
 - Experience overseeing special events and sponsorship programs.
 - Ability to respond to internal or external inquiries or complaints, including those of a sensitive, confidential, or adversarial nature.
 - Effective presentation and public speaking skills.
 - Ability to effectively communicate and nurture working relationships with all levels of management and staff, volunteer leaders and public officials.
- **Communication Skills:**
- Ability to respond to inquiries or complaints, including those of a sensitive and confidential nature,

from any of the following, if applicable, under a variety of circumstances, including adversarial situations, but not limited to donors, volunteers, managers, employees, vendors, or applicants.

- Excellent business writing and communication skills with the ability to effectively present information to clients, top management, and staff in verbal and written formats.

Reasoning Skills

- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to solve practical and intellectual problems utilizing principles of logical thinking.
- Ability to work within general guidelines and minimal supervision.
- Ability to organize, prioritize and execute responsibilities in the face of conflicting priorities or unexpected situations.
- Ability to recognize the need for confidentiality of information and to maintain such confidences.

Physical Demands

- Regularly required to speak clearly and hear the spoken word well.
- Regularly required to physically operate routine office equipment such as telephones, computers, etc.
- Regularly required to utilize near vision ability to read data and documents, including spreadsheets and reports, in printed form and on computer screens.
- Regularly required to lift boxes of materials for sorting and distribution. Required to transport campaign material to various locations.

Work Environment:

- Noise level is consistent with levels usually present in an office environment.
- Hazards present are consistent with those common to an office environment.

Send Cover Letter and Resume to: susan@unitedwayli.org