

Position Title: Vice President of Corporate Relations

Reports To: Chief Development Officer

Updated: July 9, 2019

GENERAL DESCRIPTION:

The Vice President of Corporate Relations is responsible for overseeing the planning, implementation, and evaluation of strategic corporate relations as well as Granite United Way's annual workplace employee campaign. This position will focus on the traditional workplace campaign, working closely with the entire Resource Development Team to grow revenue in the workplace channel by strengthening existing corporate partnerships and actively working to develop strategic corporate partnerships and new corporate relationships. Additionally, the Vice President will be responsible for cultivating, soliciting, and stewarding a portfolio of individual donors/prospects. The VP of Corporate Relations will also be responsible for growth of strategic corporate foundation relationships and writing investment proposals.

The Vice President is part of the leadership management team and reports to the Chief Development Officer. This position supervises members of the Campaign staff and must work closely with the Donor Relations staff, Marketing and Communications, Community Impact, Finance and regional staff leaders.

Must have reliable transportation and willingness to travel throughout the state of New Hampshire.

ESSENTIAL DUTIES AND RESPONSIBILITIES (Other duties may be assigned):

Annual Campaign Management and Strategy:

- Create and execute a multi-faceted plan for increasing financial resource development efforts with direct responsibility of overseeing workplace campaign accounts throughout the *G UW* footprint.
- Account management for statewide and Southern Region Priority Accounts
- Management of strategic Corporate Foundation gifts.
- Determine annual giving goals; implement and execute strategic and tactical plans for achieving these goals.
- Develop and manage a series of detailed revenue projections. (cross train appropriate campaign staff on this process)
- Establish and meet annual team goals for personal contact with corporate partners, donors and prospects, with a strong emphasis on face-to-face meetings, but also including phone, e-mail, and other unique donor touches.
- Develop highly personalized donor communications including proposals, e-Pledge documents, stewardship reports, general program updates, etc.
- Partner directly with CDO to staff enterprise-wide Resource Development Committee.
- Lead campaign staff to develop and support six regional Campaign Cabinets, with specific leadership role in the Southern Region.
- Meet assigned annual revenue goals and continually seek additional sources of revenue for the organization.
- Work with the Director of Reporting and Analysis and the Finance team to maintain and improve the workflow and pledge processing to ensure timely accurate processing and increased efficiency.

Staff Management:

- Recruit and manage Resource Development Staff and actively seek out opportunities for continued professional growth and skill development for the entire team.
- Promote collaboration and accessibility
- Retain high-performing staff
- Demand individual accountability.
- Demonstrate effective leadership skills with the ability to build morale and motivate the team.
- Make decisions and solve problems.

Data and Information Management:

- Develop both long and short-range operational plans to strengthen, grow, and track the progress of annual campaign and individual giving in tandem with the Director of Reporting and Analysis.

- Provide strategies, briefing materials, written proposals, and acknowledgements for the President & CEO, Board of Directors, and the Chief Development Officer.
- Partner with Community Impact, Finance, and Marketing staff to develop written materials, supporting documents, and impact statements appropriate for dissemination to donors.

Events:

- Establish and meet participation and follow up goals for each cultivation event.
- Track event related donor activity to share with development staff and Board of Directors.
- Participate in fund development and organization-wide events as appropriate.

Other duties as assigned.

EXPERIENCE & QUALIFICATIONS:

- Bachelor's degree required; advanced degree preferred • Five years of direct experience in development or a related business field; United Way experience preferred • Organized, creative, highly analytical and have excellent communication skills • Firm understanding of fund raising concepts • Demonstrated ability to work effectively as part of a team, and a proven professional track record • Strong computer skills: ANDAR (CRM), PowerPoint, Word, Excel & Outlook • General flexibility and ease of movement between multiple projects • Ability to sell a vision and to solicit support for its implementation • Strong organizational and planning skills and the ability to think strategically • Excellent written and oral communication skills that is effective with a broad diversity of audiences • The Vice President will have a proven ability to maintain a professional manner through effective interpersonal skills within a fast-paced, collaborative team environment. Must be able to work independently and be self-motivated. Must have reliable transportation and willingness to travel throughout the state of New Hampshire.

F.L.S.A Status

Full-Time Exempt position.

NOTE: The purpose of this job description is to provide a concise statement of the work elements of the position, and to organize and present the information in a standard way. It provides as much detail as is necessary to distinguish the position for all others. It is not intended to describe all the elements of the work that may be performed by every individual in this classification, nor should it serve as the sole basis for Human Resource decisions and actions.