

# LIVE UNITED



**Position Announcement and Leadership Statement**

**UNITED WAY OF THE MIDLANDS**

**COLUMBIA, SOUTH CAROLINA**

***Senior Vice President  
Resource Development***



*With the collaboration of the entire organization, the Senior Vice President of Resource Development is responsible for establishing comprehensive resource development plans to realize a greater share of the market potential, building relationships with key donors and prospects, ensuring that campaign volunteers and staff are prepared for duties and coordinating messaging around community impact and the campaign.*

## **The Community and Organization**

With headquarters in Columbia, South Carolina, United Way of the Midlands serves a broad community in central South Carolina specifically Calhoun, Fairfield, Lexington, Newberry, Orangeburg and Richland counties. United Way of the Midlands partners with nonprofits, businesses, community leaders and individuals to understand the conditions and needs of each area we serve. In turn, we provide programs and resources through our community impact partners to improve the quality of life in our community. United Way of the Midlands focuses on helping students succeed in school, reducing homelessness, and providing affordable health care. We have an annual impact of almost \$17 million with more than 40,000 United Way donors and collaborate with more than 90 Community Impact Partners. The Senior VP of Resource Development works with the business community and other partners to initiate significant community projects; in the past decade, United Way has led efforts to establish a 260 bed homeless recovery center and doubled dental services for uninsured residents.



***Columbia, South Carolina***

The Midlands is a dynamic community in the heart of South Carolina and centered in Columbia. It is just now being discovered for its attractive, active lifestyle, affordable cost of living and pleasant and welcoming spirit. Columbia alone has seen more than \$1.3 billion in new downtown investment since 2014, including the Bull Street area and Spirit Communications Park. It is anticipated that the Bull Street development alone will result in a \$1.2 billion annual economic impact and will create 11,020 permanent, high-wage jobs. Spirit Communications Park, the 2016 Ballpark of the Year, is the home to the Fireflies, Columbia's new minor league baseball team. Columbia is home to the University of South Carolina, a SEC member and one of only 32 public

universities to earn the Carnegie Foundation's top-tier designations in research activity and community engagement. The area has a vibrant creative community served by Columbia Museum of Art, SC Philharmonic Orchestra, Columbia City Ballet and a myriad of performing arts groups. Columbia has received numerous accolades for its cost of living, climate, job outlook, education, arts, health care and recreation.

## **Role of Senior Vice President of Resource Development**

The Senior Vice President of Resource Development serves as a member of the senior leadership team and the primary donor relationship manager for the organization. This position reports directly to the President and provides direct supervision to the members of the Resource Development Department. The Resource Development Department is responsible for implementing strategies and programs that significantly expand donor relationships, identify new accounts, and find other sources of funding to support the annual campaign and special initiatives that support the mission of the organization.

## **Essential Duties & Responsibilities**

Develop a culture that rewards best practices in fundraising including the development and implementation of plans to build a donor pipeline that is adequate to meet or exceed annual fundraising goals. Work with the President to formulate development goals to increase overall private support. Build meaningful relationships with community members to collaborate on work that will have a positive impact and expand human services.

- Develops, maintains and prepares campaign volunteers, including but not limited to Board and council members, employee campaign coordinators, agency representatives and loaned executives, to take a significant role in the growth of the annual campaign.
- Directs staff and volunteers to identify and solicit new individual and corporate donors, record and maintain donor records, and analyze donor data to improve campaigns and collections.
- Advances organizational and staff development with major gifts, planned gifts, leadership giving and generation segmentation marketing to ensure the future of the organization's campaign efforts.
- Collaborates with Finance, Communications, and Community Impact staff and volunteers to decrease designations and increase giving to the Community Impact Fund by linking fund-raising strategies with the development of a case for support.
- Works with Community Impact to develop sources of revenue for specific products and/or initiatives.
- Supervises and leads the Resource Development work of the organization, which includes developing strategy and direction of the annual campaign.
- Stays abreast of resource development trends, giving patterns and best practices; is the subject matter expert for the organization and guides the RD team and UWM in implementing best practices as appropriate for this community, its needs and our donors.
- Manages a small number of significant accounts.

- Manages and coaches RD staff, including goal setting, performance planning and review, and professional development of staff.
- Represents UWM as a credible and passionate community leader at local, regional and national meetings.

## Qualities and Qualifications

All candidates should have proven leadership and relationship management experience. Concrete demonstrable experience and other qualifications include:

### Required

- Bachelor's Degree required
- Minimum of seven years in fundraising experience with emphasis on annual campaign; experience with planned giving or major gifts is beneficial
- Significant experience with volunteer and staff supervision and management
- Advanced MS Office skills and knowledge of fundraising software and its application
- Proven ability to recruit, lead, motivate and work with dynamic team

### Preferred

- Knowledge of the Midlands community, particularly from a philanthropic/charitable giving perspective
- Knowledge of United Way national resource development practices



## Procedure for Candidacy

United Way of the Midlands has retained Capital Development Services to assist with professional recruitment. **Nominations, expressions of interest, and applications can be submitted via email to [searchservices@capdev.com](mailto:searchservices@capdev.com).**

Candidates should include a cover letter, a resume, and a list of three references. All material will be confidential. Additional inquiries may be directed to Jen Tozier at Capital Development Services, 336-747-0133 x 208