



POSITION DESCRIPTION

Position: Chief Development Officer (CDO)
Hiring Organization: United Way of Salt Lake (UWSL)
Department: Administration
Reports to: President and CEO

THE ORGANIZATION

United Way of Salt Lake (UWSL) is an innovative and dynamic organization with a staff working closely together to drive change that leads to long-term improvements in lives and communities, and ultimately an end to the cycle of poverty. UWSL works to build partnerships with schools, businesses, nonprofits, government and the broader community that align resources and efforts to achieve population-level results at a scale that no single organization can achieve alone.

POSITION OVERVIEW

Working closely with the CEO, the management team, and the Resource Development team, the Chief Development Officer (CDO) leads the establishment, implementation, and adaption of UWSL’s resource development plan. The CDO leads a team of 14 fundraising professionals that is responsible for achieving clearly defined revenue goals totaling about \$18 million annually. Will expand and diversify revenue by integrating existing sources of support with the creation of new strategies that increase donor participation, and oversee all aspects of resource development including: workplace campaigns, major gifts, planned giving, individual giving, foundation relations, and together with the VP of Marketing, direct mail and digital fundraising.

KEY RESPONSIBILITIES

- **Strategic Leadership and Execution:** Lead the development, implementation, and adaptation of a comprehensive and innovative resource development plan with clearly defined goals, timeframes and metrics that provides the necessary resources for UWSL to accomplish its mission. Use data to measure progress against key metrics, and to adapt and innovate in a cycle of continuous improvement
- **Fundraising:** Cultivate and steward relationships with current and prospective donors; manage the engagement of the CEO and key board leaders with key donors and prospects; work with VP of Marketing and Communications and CEO to develop and test messages; oversee and work to improve all processes of donor cultivation and stewardship; and personally identify, cultivate, solicit, close and steward gifts
- **Organizational Leadership:** Work closely with the CEO and the management team to integrate and align all functions of the organization, and to identify and execute on strategic opportunities to increase resources while being rigorously focused on UWSL’s core purpose; work directly with board members engaged in UWSL’s fundraising strategies; provide staff support to key board-level committees; represent UWSL in the community
- **Staff Leadership and Management:** Supervise, coach, and mentor development staff leading to the achievement of goals; oversee and manage the budget for Resource Development department

DONOR RELATION RESPONSIBILITIES

- Listen to, and assess donor needs and interests; find alignment with, and develop UWSL strategies and “products” that meet those needs; thereby securing resources
- Generate trust among donors and potential donors by being authentically interested in their need and interests, and by creating a positive image through enthusiastic and positive interactions
- Inspire donors to see UWSL as the nonprofit that harnesses the power of communities working together – people, nonprofits, businesses, and government agencies – to deliver innovative and effective solutions that create change that lasts

LEADERSHIP COMPETENCIES

1. Talent Management & People Development

- a. Builds and leads a diverse team by hiring the right people and establishing clear expectations
- b. Open to new ideas; invests time and resources in training, development and succession for the department; Identifies and grooms high potential staff; Delegates effectively; practices creative and consistent recognition and celebrations of success
- c. Receives and provides feedback in a constructive way that builds confidence among staff; addresses performance problems

2. Business Acumen & Strategic Direction

- a. Demonstrates understanding and knowledge of United Way network; Understands business of the organization and effectively creates strategy
- b. Understands the community and its business environment
- c. Understands general business and financial principles required to effectively lead, manage, and align resources for performance; Able to read financial statements and create budgets
- d. Contributes to the bottom line by helping UWSL grow its resources and capacity

3. Operational Planning & Execution

- a. Establishes effective and efficient processes that align their department priorities with greater organization goals, strategy, and mission
- b. Collaborates effectively within organization
- c. Inspires and motivates people; builds a culture of pride in UWSL as the social change vehicle of choice
- d. Engages volunteers in a way that helps execute the strategy

4. Outward Turning

- a. Develops strategic relationships to benefit UWSL and the community; knowing key players in the community and is diligent in maintaining and expanding the network of partners
- b. Seeks learning from inside and outside the network to build skills, knowledge, and abilities to challenge the organization in reaching its potential
- c. Effective spokesperson for UWSL’s work
- d. Is present and visible in the community and with partners (donors, volunteers); Engages, listens and understands community aspirations
- e. Establishes credibility as a leader on critical issues and solutions affecting the community

RESOURCE DEVELOPMENT COMPETENCIES

1. Drives Revenue

- a. Results-driven: Maintains a relentless focus on gaining the resources necessary to support UWSL's ambitious objectives
- b. Effective Fundraiser: Identifies new ways to drive and generate revenue; identifies strategies and opportunities to best engage board members; demonstrates ability to proactively identify individual and organizational prospects and close deals
- c. Connects with People: Develops a compelling case to secure support for UWSL work; is likable; follows through on commitments; builds trust and relationships
- d. Ambitious, yet realistic in setting goals; when confronted with obstacles, comes back with a new approach and strategy to succeed; conveys energy and passion for UWSL's work; holds self accountable
- e. Interpersonal Communicator: Is donor-focused, listening to the needs, interests, and passions of the donor with an eye to connecting them with UWSL's work; expresses empathy and consideration for donor and partner needs; can identify and engage with, adapt to and motivate various types of people and organizations
- f. Persuasion and Influence: Is good at promoting an idea or vision; persuades others to take action; ability to read an audience; focused on helping every donor maximize their lifetime donor value and impact on the community through United Way

2. Strategic Relationship Building

- a. Creates Win-Win Relationships: Understands UWSL and donor objectives and where they intersect; identifies tangible outcomes that benefit both parties; identifies strategies and opportunities to build trust; engages with donors year round
- b. Maximizes Lifetime Donor Value: Recognizes that the ultimate goal of all relationship building is to maximize the donor's impact over the course of their lives; does not look to short term winds if it jeopardizes the long term relationship with the donor
- c. Prospect Management: Gathers and uses data that supports requests for donations and other types of support; connects donor's and prospect's areas of interest directly to UWSL's work; inspires commitment and support for UWSL
- d. Cultural Awareness: Is cognizant of different demographic and cultural groups; displays cultural knowledge and sensitivity and applies that knowledge to fundraising efforts; builds relationships across different demographic groups in the community
- e. Networking: Is continuously building and expanding the network of donors; is visible and known in the community; recognizes and pursues new opportunities, and engages key leaders in the organization to create and support plans

3. Effective and Engaging Communicator

- a. Inspirational: Effective and passionate communicator that articulates UWSL's message in a way that inspires others to act
- b. Story Teller: Ability to distill complex information into a simple and compelling message for maximum clarity, understanding, and impact; presents UWSL's work using examples that are relevant to community priorities and aspirations, and that resonate with stakeholders
- c. Skilled Communicator: Writes clearly and concisely; uses multiple platforms to reach diverse audiences; effective public speaker and presenter; active listener--is open to new ideas and diverse opinions

- d. Strategic Communicator: Develops and implements a comprehensive year round communication plan to keep supporters informed and engaged; diligent with appropriate follow through
- e. Connects to Audience: Considers the appropriate method, timing, and venue for delivering a message or information appropriate to the target audience; adjust communication style to anticipate audience needs; watches for and responds to nonverbal cues; effectively engages with diverse audiences
- f. Internal Collaborator: Works effectively with RD and Marketing teams to develop and communicate compelling messages; is able to assess progress and describe results to collaborating partners and to the larger community with authenticity, clarity, and transparency

4. Embracing and Managing Change

- a. Adaptive Leader: Facilitates change while maintaining positive relationships with all stakeholders
- b. Constructive Optimism: Fosters an environment of innovation and change and takes calculated risks to accomplish goals; embraces and supports change initiatives; seeks solutions; demonstrates self-control in difficult situations
- c. Manages Change: Identifies and implements new ways of conducting business to achieve results; communicates benefits of change to team members and to partners; shows the link between the change and its benefits to impact work
- d. Demonstrates Resilience: Recovers quickly from setbacks; understands that criticism is part of learning
- e. Demonstrates Flexibility: Is flexible and willing to step out of the comfort zone; able to set aside personal preferences to support final decisions; able to shift gears and comfortably handle risks and uncertainty
- f. Manages Uncertainty: Manages uncertainty with high tolerance and continues to drive toward results; operates with transparency; strives to provide staff and partners with as much clarity and stability as possible.

5. Entrepreneurial and Innovative

- a. Proactively and creatively seeks new opportunities to generate revenue and other resources that add value to UWSL in the pursuit of its core work.
- b. Business Acumen: Identifies, anticipates, and adapts to changing market trends and business needs; understands challenges and opportunities in the business environment; has a solid understanding of UWSL products and services.
- c. Takes Calculated Risks: Recognizes and acts on opportunities; establishes criteria for taking risks; challenges status quo when appropriate; knows when to cut losses and change course.
- d. Steward Donors: Recognizes the power of effective stewardship (thanking donors, informing them about the impact of their investments, keeping them apprised of progress, and deepening relationships) and develops and implements plans to steward donors at all giving levels.
- e. Takes Initiative: Recognizes and capitalizes on emerging opportunities; recommends new ways of doing business; evolves to meets donor needs; stays current on and anticipates market trends and technologies that can enhance results.
- f. Effective Persuasion: Is able to create a strong case for support and successfully sell the idea or strategy to the donor; has strong ability to lead and navigate discussions and

partnerships that result in mutual satisfaction and benefit; is a great negotiator and uses persuasive techniques to mobilize and engage people to support UWSL.

POSITION REQUIREMENTS

- Bachelor's degree in applicable field required (Master's preferred)
- Thorough knowledge of development principles and practices: successful experience with "moves management", gift tracking/processing, technical based fundraising strategies, direct mail programs, donor relations and data management
- Relevant and increasing development knowledge and responsibility previously demonstrated
- Demonstrated success in leading major fundraising initiatives or comparable activities
- Ability to apply knowledge in working with diverse staff and group of volunteers
- Proven ability to direct, lead, coach, and mentor team in achieving organizational goals
- Demonstrated ability to maintain positive and engaging relationships
- Ability to effectively present information and respond to questions both one-on-one and publicly to groups
- Experience utilizing a customer relationship management database
- Proficient with Google and MS Office

PHYSICAL REQUIREMENTS

The employee regularly communicates with internal and external stakeholders and is required to communicate clearly, in oral and written formats and must be able to exchange accurate information. The employee must be able to transcribe, read extensively, prepare and analyze data and figures, operate a computer and other standard office machinery. The employee is required to regularly travel to locations outside of UWSL facilities to set-up and deliver presentations in both physical and electronic forms.

SALARY INFORMATION & FLSA STATUS

This position is an exempt position. Salary negotiable depending on experience.

TO APPLY

Send completed applications to jobs@uw.org. Complete applications include a cover letter, resume, and employment application. Employment applications and the complete job description can be found at <http://www.uw.org/about-us/careers.html>

NOTE: The statements in this position description are intended to describe the general nature and level of work being performed but are not to be seen as a complete list of responsibilities, duties, and skills required of the person employed. Also, the statements do not establish a contract for employment and are subject to change at the discretion of the employer.