

**LIVE UNITED**



Heart of Missouri United Way  
uwheartmo.org

## Heart of Missouri United Way Job Description

**Position Title:** Database and Campaign Manager  
**Reports To:** Chief Operations Officer  
**Salary:** \$50,000-\$59,000 (based on experience) 100% Employer-paid medical, dental, and LTD insurance, low-cost vision option, 5% Employer sponsored SEP Retirement fund.

**Position Summary:** Oversee and lead internal efforts to fully integrate Salesforce customer relationship management software across all areas of Heart of Missouri United Way and the online donation system GiveSmart. Cultivate relationship with all accounts, organizing and managing external workplace fundraising campaigns to encourage increased participation and giving within all accounts, in order to maximize potential and reach desired division goals. Ability to establish donor relationships with individuals and organizations. Contributes to and demonstrates ownership of organizational goals.

### Database Management (50%)

- Effectively implement cross-departmental operations. Build integrated relationships between teams and across functions to ensure the seamless integration of major gift, engagement, finance, and marketing teams into the workplace campaign.
- Utilize Salesforce to support data-informed decision making about workplace accounts, analyze donor information for trends, gaps, and opportunities for revenue growth and develop work plans which maximize potential for giving.
- Research and maintain all aspects of relationship/contact management for key donors, including database management, recognition materials, oral and written communications.
- Provide direction and support to volunteers and volunteer employee campaign coordinators in development of campaign plans.
- Oversee and manage the online donation platform GiveSmart; create and update external workplace fundraising campaigns pages, provide reports to external company campaign coordinators
- Create and maintain lists of reports to track campaign data by individual, company, and campaign level.
- Manage and track given budgets, work plans and realistic timetables to accomplish organizational goals.
- Operate as staff lead in managing relationships with outside vendors related to database management and IT support.

### Relationship Management (30%)

- Engage with key volunteers and build strong, mutually beneficial relationships with key stakeholders that increase revenue and expand opportunities to advance the organization's mission.
- Provide training and guidance to staff, board members, and company campaign coordinators on Salesforce and GiveSmart platforms.
- Under the guidance of the President/CEO develop strategies to recruit and cultivate key volunteers. This includes staffing committee meetings; providing board/committee members and volunteers with information, messaging platform, training and direction; and monitoring progress of fundraising efforts.

### **Cross Functional Duties (20%)**

- Work effectively with other functions staff members and key volunteers to provide appropriate support and value to partners.
- Work with fundraising team to ensure alignment between GiveSmart and broader community fundraising strategies.
- Work with Director of Marketing and Communications on all digital marketing and media efforts, including online giving page content and materials.
- Work with President/CEO in advancing strategies in the Strategic Plan dedicated to internal digital growth and engagement.
- Work closely with finance department to ensure accurate pledge/gift processing
- Other duties as assigned

### **Knowledge, Skills, Abilities:**

- Education/Experience: Bachelor's degree in related field required.
- Three years minimum of development, database management, special events, digital marketing or comparable experience
- Expertise in fundraising using web-based tools (social media, e-giving, etc.)
- Experience with Salesforce highly preferred
- Creative problem-solving skills
- Ability to establish and maintain good rapport and relationships with community partners, vendors, donors, and coworkers
- Ability to effectively communicate with a variety of stakeholders
- Ability to work independently in a fast paced, high-quality environment
- Ability to analyze and understand financial and statistical data
- Strong time management skills and ability to manage multiple priorities
- Ability to work nights and weekends for special events as needed

### **Organizational Core Competencies**

- **Adaptability:** anticipates changing circumstances and acts proactively to prevent crises; responds in an open-minded, constructive, and focused way.
- **Customer Relationship Management:** puts the customer at the center of every activity, process and communication; engages customers to improve their experience with the United Way brand.
- **Communication:** demonstrates effective verbal and written skills; utilizes various styles to get ideas across; confirms what is said to ensure mutual understanding.
- **Self/Staff Development:** actively participates in self-development through learning and development opportunities; seeks out opportunities to become not only more proficient in his/her role, but to gain more knowledge of the organization.
- **Strategic Thinking:** utilizes knowledge of the industry to leverage the organization's strengths; seeks out new channels and venues to deliver United Way's message.
- **Technical Expertise:** commands a thorough understanding of the subject matter for their role; keeps current and up to date with new information for their role.
- **Accountability/Brand Stewardship:** takes responsibility for the use and protection of all resources in his/her control; ensures use of resources that aligns with the mission of MUW as well as with customer expectations.

### **Values that drive the professional character and behavior in this position are the organizational values of Heart of Missouri United Way, including:**

- Trust
- Adaptability
- Equity
- Empathy
- Professionalism
- Perseverance

**Diversity Commitment:**

Heart of Missouri United Way is fully committed to achieving the goal of a diverse and inclusive staff. We affirm the inherent dignity and value of every person and strive to maintain a climate for work and learning based on mutual respect and understanding. We seek individuals who are committed to this goal and our core values.

Heart of Missouri United Way is an Equal Employment Opportunity Employer.