



## Heart of Missouri United Way Job Description

**Position Title:** Chief Development and Marketing Officer

**Reports To:** President/CEO

**Salary Range:** \$70,000-\$90,000 (based on experience).

**Benefits:** Employer paid health, dental, Life & LTD, Paytient, Employer sponsored SEP IRA, and a generous PTO plan.

This position also provides financial-growth opportunities based on obtaining continued professional accreditation(s) (e.g. CFRE) that leads to additional success in their role.

**Position Summary:** The Chief Development and Marketing Officer (CDMO) position will be instrumental in planning, directing, and implementing the annual strategic fundraising, campaign, and marketing plans. As a leadership role, this highly collaborative position will see through the results for a successful outcome while working with an external team of volunteers and an internal team, including close collaboration with the CEO, COO, CFO, and additional fundraising and marketing contracted positions. The CDMO maintains close communication with internal executive officers and members of the Board of Directors while advising them on strategies to improve donor relations, increase revenue, create benchmarks, and maintain a plan for helping United Way achieve success through its various development and marketing initiatives. As the leading brand ambassador, this position will oversee the strategy for implementing effective communications, marketing, and public relations strategies. This position requires a motivated professional, committed to continuous improvement and growth, and whom values a positive and highly productive working environment.

### Fundraising Strategy/Campaign Execution

- Collaborate with CEO and COO in the planning and implementation of the annual strategic fundraising and campaign plan, including creating and seeing through the results for a successful outcome.

- Utilize existing CRM for recording, managing, and reporting individual fundraising strategies (e.g. Moves Management) for individual and company campaign development.
- Overseeing recruitment and support of volunteers, campaign outreach, and results for key divisions within the overall community campaign.
  - Attend annual campaign leadership meetings, and other development meetings.
- Co-supervise additional temporary or contracted hires for campaign support.
- Provide oversight and successful execution of all events, including collaborating with existing staff and volunteers, providing guidance on roles and responsibilities, and coordinating event logistics.
- Participate in annual campaign events and promotions, and other development events as needed and available.
- Collaborate with CEO in support of annual sponsorships
- Collaborate with CEO and Chief Community Impact Officer with identifying and writing successful grant applications.
- Serve as a primary staff-liaison with the annual University of Missouri employee campaign.

### **Major Gift Advancement**

- Collaborate with the CEO, Community Campaign Chairs, and volunteers in coordinating strategies and growing Leadership Circle giving (annual gifts of \$1,000-\$9,999) and the Alexis de Tocqueville Society (annual gifts of \$10,000 and higher).
- Develop and implement all annual Leadership Circle donor fundraising goals, managing targets and timelines.
- Work with the CEO to develop and implement an endowment growth plan through various planned giving tools and strategies.
- Collaborate with CEO and COO as staff liaisons to the Resource Development Committee.

### **Marketing and Communications**

- Develop and implement an annual strategic marketing and communications plan that advances the current strategic plan goals.
- Hire and supervise marketing team potentially consisting of a Digital Marketing Specialists, and/or contracted support, and interns.
- Collaborate as a member of the leadership team in connecting branding and marketing strategies with United Way's digital infrastructure and all experiences.
- Develop marketing strategies that establish brand identity and donor loyalty.
- Create and oversee marketing plans and strategies that reach new donors, retain current donors, and promote donor recognition/stewardship.
- Oversee and advance all communication functions for print and digital mediums.
- Work with staff/contracted support and the CEO in the development of campaign objectives and key messages. Liaison with other key leadership staff as appropriate.
- Design, implement, and manage orientation and training of volunteers consistent with objectives.

- Collaborate with CEO to create PowerPoint presentations for internal (e.g. Board of Directors meetings) and external presentations.
- Assist with identifying the need, recruiting, and supervising marketing internships.
- Serve as the staff liaison to the Marketing Committee
- Stay up to date and implement United Way Worldwide messaging and branding guidelines.

### **Public Relations/Relationship Building**

- Develop and maintain strong media relationships
- Coordinate media interviews to advance the mission and strategy
- Seek strategic opportunities to elevate United Way's impact through building relationships with local stakeholders, businesses, and civic engagement groups
- Collaborate with CEO and Board of Directors to draft responses to crisis situations

### **Qualifications:**

- Preferred bachelor's degree in a related field and three to five years of experience with fundraising/development, marketing, communications, public relations, and relationship-based responsibilities required.
- Knowledge and experience of United Way is a plus.
- Works well under pressure to meet deadlines and self-manages time and workflow to maximize efficiency.
- Must be able to work effectively with volunteers, members of the public and other staff.
- Strong understanding and working knowledge of databases and applications.
- Strong ability to analyze and interpret data and develop a necessary plan of action.
- Excellent organizational skills and exceptionally high attention to detail.
- Excellent written and verbal communication skills.
- Commitment to excellence and the mission of the Heart of Missouri United Way and the nonprofit sector.
- Proficient in Microsoft Office (Outlook, Word, Excel, PowerPoint, Publisher), Adobe Acrobat, InDesign, Photoshop, HTML, email management systems, WordPress.

### **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 HMUW 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.

Please send your resume and letter of interest to [office@uwheartmo.org](mailto:office@uwheartmo.org)