Overview
United Way of Southwestern PA (UWSWPA) focuses on solving the pressing issues you care about by bringing together the entire community - policymakers, corporate leaders, excellent agency partners, and individuals who want to help - to assist our neighbors in need and develop long-term solutions. No other single local non-profit can mobilize all these partners and bring them together to achieve results. Together we have the opportunity to transform the lives of so many people throughout Pennsylvania and accomplish long-lasting impact.

Job Summary
The Corporate Engagement Manager – level 2 is accountable for achieving fundraising goals within a portfolio of corporate campaign accounts and responsible for contributing to the achievement of United Way of Southwestern PA’s mission and vision by maximizing revenue. The Corporate Engagement Manager – level 2 will lead the relationship management, while developing, implementing, and managing corporate campaign strategies to grow annual, multi-million-dollar revenue and year-round engagement to increase overall contributions.

Essential Functions
• Develop and coordinate strategic fundraising growth plan for assigned portfolio, comprised of local and national corporate partners.
• Conduct yearly visits with key donors and CEOs/executives to review United Way outcomes and impacts to generate increased awareness and support.
• Set revenue goals for corporate accounts based on evaluation of strengths and weaknesses and identify areas for potential growth.
• Research, identify and prioritize prospects (business and individuals) for cultivation and participation in campaign through any or all of the following:
  o Corporate gift
  o Personal gift/employee campaign
  o Planned giving opportunities
  o e-Pledge capabilities
  o Volunteer opportunities
  o Connection to a critical issue aligned with United Way
• Track fundraising results and projections; Recommend tactics to meet goals.
• Ensure that the principles and practices of excellent Customer Relations Management is in place, continually monitored and improved.
• Partner with Major Gifts team to develop growth strategies for each corporate partner within portfolio.
• Deepen year-round engagement with corporate partners through volunteerism, special events, and donor group activities.
Additional Functions

- Identify, recruit and motivate volunteers for the campaign and United Way committees (i.e. RFP volunteers; WLC, Bridges, Tocqueville etc.) in a timely manner.
- Represent the United Way at community functions and activities to network.
- Participate in meetings and training programs to enhance product knowledge and selling skills (potential travel involved).
- Manage special projects as assigned (i.e. develop and implement training programs; campaign event planning; social media etc.).

Education and Experience *(we will always substitute equivalent experience for education)*

- Required: Bachelor’s degree or equivalent combination of education and experience required
- Preferred: Three to five years of outside account management, sales presentations skill, and/or fundraising

Knowledge, Skills, and Abilities

- Required:
  - Sales, including:
    - Relationship building
    - Ability and confidence to “make the ask”
    - Ability and confidence to “close the deal”
    - Prospecting (potential new, potential increases)
    - Ambition & drive
    - Conflict resolution
    - Problem solving
    - Accepts responsibility
    - Personal and professional appeal
    - Public speaking skills with emphasis on persuasiveness and negotiations
    - Demonstrate original and resourceful approaches to work situations
    - Analytical planning and problem solving
  - High-energy individual who takes initiative with a positive outlook who can manage ambiguity and change.
  - Strong organizational and strategic planning skills with ability to handle multiple projects simultaneously.
  - Solutions oriented perspective with creative problem-solving sensibility.

Annual Salary Range

- $41,000 - $46,000

Physical Demands

- Light: Exerting up to 20 lbs. of force occasionally and/or up to 10 lbs. force frequently and/or a negligible amount of force constantly. Even when weight lifted is negligible, a job is rated light when: 1) it involves walking or standing to a significant degree; 2) it requires sitting most of the time but involves pushing and/or pulling of arm or leg controls; 3) it involves working at a production rate that requires constant pushing or pulling of materials.
Travel Requirements

- Frequent travel within the region via ground transportation
- Potential travel outside the region via ground transportation

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change; new ones may be assigned at any time with or without notice.