United Way of West Florida

Position Description

Latest Revision Date: June 2025

Position/Title: Development Manager

Reports to: VP of Philanthropy & Communications

Exempt/Non-exempt: Non-exempt

Hourly Rate: $20.00

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**General Description:**

The Development Manager plays a critical role within United Way of West Florida (UWWF), driving both fundraising and program development efforts to support the organization’s mission and impact. This position is responsible for executing fundraising events, workplace campaigns, and supporting community-based program initiatives. The Development Manager also collaborates across departments with a preferred understanding of nonprofit accounting and database management to help align financial strategy with development and programmatic goals.

**Essential Functions:**

Fundraising and Relationship Management

* Through collaboration with Community Impact and other departments, help ensure UWWF has the financial resources needed to support community investment grants, community impact initiatives, and the organization’s daily operations.
* Manage a portfolio of corporate and organizational partners; plan and implement annual workplace campaigns.
* Develop and deliver effective and appropriate presentations and information to diverse work environments.
* Help plan, organize, and execute fundraising events such as the Glitz and Gallop annual fundraiser, to engage donors and elevate visibility.
* Develop long-term, year-round engagement strategies for donors, volunteers, and corporate leaders, including sharing
* Identify and cultivate new business prospects and community relationships.
* Support recruitment, onboarding, and management of seasonal development employees and/or volunteer fundraising Ambassadors.
* Effectively communicate the UWWF message to external parties by having a keen understanding of UWWF’s organizational mission, goals, community impact strategies, and community needs.
* Research and analyze corporate partnerships through workplace campaign history, trends, and relationships to develop an action plan that maximizes fundraising efforts.
* Develop and implement creative strategies to achieve UWWF’s annual campaign goal.

Program Development and Training

* Collaborate with leadership and community partners to secure sponsorships for community programs and events such as Stuff the Bus, Day of Caring, Volunteer Income Tax Assistance, and more, and share with workplace campaigns and donors.
* Assist in tracking program metrics, outcomes, and opportunities for enhancement.
* Help plan and deliver training sessions for campaign volunteers, seasonal employees, coordinators, ambassadors, and staff.
* Ensure training materials and program messaging align with UWWF’s mission and goals.
* Analyze community needs and provide strategic input on new program opportunities.

Data, Reporting, and Analytics

* Monitor, track, and evaluate the success of fundraising campaigns, training efforts, and community programs.
* Maintain accurate and current donor and engagement data using CRM program.
* Provide regular updates, projections, and strategic recommendations to the VP of Philanthropy and Communications.

Finance and Accounting

* Apply a basic understanding of nonprofit accounting concepts (e.g., restricted/unrestricted funds, in-kind donations, budget development).
* Collaborate with Finance and Community Impact teams to ensure financial transparency and campaign accountability.
* Understand how fundraising and programming impact the broader financial picture.

**Additional Responsibilities:**

* Work with the Marketing team to develop compelling communications and materials that support campaigns, events, and programs.
* Represent UWWF at community, partner agency, and networking events to build relationships and increase visibility.
* Cultivate volunteer and donor connections that drive community engagement and financial support.
* Support general administrative tasks and perform other duties as assigned in support of team and organizational goals.

**Educational Requirements:**

* Associate's degree preferred
* Proven success in fundraising, communications, project or program management, volunteer coordination, and/or nonprofit development.

**Experience and Skills:**

* Excellent public speaking and presentation skills.
* Demonstrated success in planning and executing fundraising events.
* Experience in program coordination or project management.
* Basic knowledge of nonprofit financial and accounting terminology.
* Strong relationship-building and customer service skills.
* Ability to manage multiple deadlines and priorities effectively.
* Proficiency in Microsoft Office and CRM/database systems.
* Self-starter with a team-oriented approach and community-focused mindset.
* Must have reliable transportation and availability to work flexible hours as needed.

**Physical Demands**:

* Frequent communication via phone, email, and in-person interaction.
* Ability to sit at a workstation for extended periods (4-6 hours).
* Must be able to travel off-site to represent the organization (e.g., give fundraising presentations, and attend meetings)
* Must have good manual dexterity to use common office equipment (i.e.computers and copiers).
* Lift 15-20 lbs.

**United Way Core Competencies:**

* Mission-Focused: Catalyze others’ commitment to the mission to create social change that leads to better lives and healthier communities. This drives their performance and professional motivations.
* Relationship-Oriented: Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
* Collaborator: Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
* Results-Driven: Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
* Brand Steward: Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.