United Way of Southeast Louisiana

JOB DESCRIPTION

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| Position Title: **Sr. Director Resource Development & Women United** | |
| Reports to: Chief Strategy Officer | |
| Location: 2401 Canal Street, New Orleans, LA | Division: Resource Development |
| Classification: Exempt-Administrative | Supervises: N/A |

**Organization Summary:**

For nearly 100 years, United Way of Southeast Louisiana (UWSELA) has been a leader and trusted partner in improving lives and making a lasting difference. United Way is on a mission to eradicate poverty by preparing people for quality jobs, growing incomes, and affording better health and education opportunities throughout Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa, and Washington parishes.

Working at United Way is an opportunity to help build a stronger, more equitable Southeast Louisiana for every individual and family. You’ll collaborate with coworkers who are passionate about improving the quality of life for all communities.

**ESSENTIAL FUNCTIONS:**

We are seeking a highly skilled and motivated Senior Director of Resource Development & Women United to join our team. Your position will play a pivotal role in supporting our mission to eradicate poverty in our community. Responsibilities include:

1. **Building Donor Relations**: Establish and build individual relationships within Top 10 accounts to cultivate strong year-round fundraising. Working alongside our top corporate partners requires innovation and creativity to attract and retain donors to achieve year over year growth.
2. **Securing our Future**: Identify, solicit, and create new partnerships with companies and individuals to drive increased revenue. Work with RD leads to develop strategies and tactics to grow individual and corporate donors.
3. **Cultivating Women United**: As one our fastest growing donor engagement groups, Women United continues to be an opportunity for growth and engagement among our women donors. This individual will oversee all aspects associated with Women United including oversight of all events, networking opportunities, budgets, meetings, allocations, and all activities.
4. **Telling Our Story:** Through presentations, events, and other engagement opportunities, you will work across teams and partners to be an advocate for United Way and communicate clearly and effectively to internal and external audiences the work and impact of United Way.
5. **Championing Our Community:** You will serve as the liaison to HandsOn New Orleans, maintaining open communication and oversight to ensure engaging volunteer opportunities are available within our top 20 companies as well as our community at large.
6. **Showing up in times of need:** Living in South Louisiana requires us to be nimble and flexible especially in times of disaster. The Marketing/RD team currently leads our disaster relief efforts, and in times of need, we all pitch in. You will help lead these efforts in conjunction with the CSO to help develop and facilitate disaster relief and assistance when needed.
7. **Innovating and Improving:** You will be empowered to problem-solve, resolve organizational challenges and perform other work-related duties based on your interests and skills as needed.

**QUALIFICATIONS:**

**Education:** Bachelor's degree required; master's preferred.

**Experience:** 10+ years of fundraising experience.

**Skills & Capabilities:**

* Strong writing, research, and communication skills.
* Excellent verbal and written presentation and influence skills.
* Proficient with measuring and reaching income goals.
* Demonstrated ability to fundraise and increase unrestricted revenue opportunites
* Operates effectively as a highly self-motivated independent contributor and a team player, collaborating as a member of cross-functional teams.
* Ability to manage and complete multiple tasks simultaneously and efficiently, prioritize, and meet deadlines.
* Good interpersonal skills and an ability to establish credibility and trust with internal and external stakeholders, including executive-level leadership.

**Work Environment:**

This position is generally remote but will require some office hours and on-site events at donor/partner locations. The ability to travel locally and work occasional evenings and weekends (estimated 5-10 hours per month) is required. A successful candidate will thrive in a fast-paced, evolving, and dynamic environment.

Signed, Sr. Director RD & Women United: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed, Chief Strategy Officer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Rev. 3-2024*