



United Way of St. Joseph County

Campaign Manager

Reports To: President & CEO

Status: Full-time, Exempt

Summary & Scope:

The Campaign Manager is a blended outward facing and internal role with the objective to maximize giving and meeting donor fundraising goals.

This position is responsible for leading all aspects of workplace campaigns within the assigned portfolio to establish, grow and strengthen relationships with employers, donors and internal leadership, maximizing engagement including collaboration with and coordination of Employee Campaign Managers (ECM's) to create an effective team through the workplace campaign season. This position will also be responsible for raising funds through certain grant applications and processing and will be a primary contributor to creating collateral and presentations used within workplace campaigns. Data collection and analytics are also an important sector within this position.

Essential Duties and Responsibilities:

60% - Workplace Fundraising and Mission Advancement

20% - Grant Writing, Processing and Tracking

20% - Data Analytics and Reporting, Collateral and Content Creation

- Responsible for building and managing workplace fundraising initiatives including workplace campaigns and corporate gifts.
- Develop and implement annual and long-range strategies and goals for fundraising to include increased giving, participation and engagement.
- Cultivate new business with new workplace prospects and manage the strategies for these prospects.
- Utilize CRM system for relationship management and data accuracy.
- Present to groups about the UWSJC's mission, cause and impact in a variety of business and interest groups.
- Creates presentations and content for workplace campaigns collateral which may be used more broadly across the United Way fundraising platforms including social media.
- Collaborate with other fundraising team members to ensure workplace campaigns are successful and messaging within the community is consistent.
- Collaborate with finance team in updating, tracking and processing campaign results.



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- Manages, tracks and completes responsibilities as necessary within the application process of assigned grants which support the organization's programs and missions.
- Ability to regularly create reporting and synthesize research to understand and communicate impact.
- Collaborate during due diligence for new funding opportunities and grant writing. Provide a strategy for gathering and analyzing data on proposed programs.
- Explore primary and secondary data sets to shape organizational strategy to create the most significant programmatic outcomes for the community.
- Review, evaluate, and suggest modifications to the existing data collection methods in current programs.
- Supports volunteer engagement initiatives.

Additional Requirements & Competencies:

- Develops and communicates a thorough understanding and support for the mission of UWSJC.
- Supports and attends UWSJC events and workplace campaign meetings, including occasional outside business hours and weekends.
- Actively engages in business networking opportunities.
- Strong team player including assisting with event planning.
- Collaborate with UWSJC professionals to ensure maximum impact and customer service both internally and externally.
- Represent United Way with professionalism, courtesy and discretion maintaining confidential information used in the performance of duties.
- Perform other duties as opportunities are presented and/or assigned.

Minimum Knowledge and Skills

- Preferred Bachelor's degree in a related field or 3+ years equivalent experience preferred (preference given to United Way experience and/or business development and marketing).
- Committed to excellence and to the mission of United Way.
- A self-starter who is motivated and confident to perform with minimal supervision.
- Must be comfortable with public speaking and excel in business networking environments.
- Excellent communication skills, verbal and written.
- Quality relationship building skills with strong emotional intelligence.
- Client-focused approach with high adaptability and flexibility.
- Ability to develop and implement work and project plans to meet/exceed deadlines and goals.
- Technologically savvy in spreadsheets, databases and CRM platforms.
- History of volunteerism/involvement in non-profit organizations, preferred.

Send Resumes to: resume@uwsjc.org

EOE M/F/D/V - We are an Equal Opportunity Employer and welcome applications from all qualified individuals.