

**UNITED WAY OF GREATER VICTORIA**  
**JOB DESCRIPTION**

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**Position: Resource Development Officer**

**April 2017**

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**Job Summary:**

The Resource Development Officer reports directly to either the Director Community Campaign or the Director, Resource Development and is in a key fundraising and relationship management position. The incumbent will have strong organizational skills and will understand how to build, maintain and influence key relationships with donors, workplace volunteers, United Way long term volunteers and key community stakeholders.

**Scope:**

The incumbent of this position performs all duties and activities in accordance with the Vision, Mission and Values of the United Way of Greater Victoria and adheres to the organization's policies and procedures at all times.

The Resource Development Officer works very independently with specific accounts but also functions as part of an integrated resource development team. The Resource Development Officer will be responsible for building and strengthening productive, trusting and respectful relationships with a wide array of stakeholders in order to maximize revenue generation in the community campaign. The incumbent must be highly skilled in public presentations as he/she is a highly visible and public representative of United Way. A Resource Development Officer must possess proven management and leadership skills as this position significantly impacts external relationships at a very senior level, revenue generation, organizational image and operational effectiveness.

**Specific Accountabilities:**

In order to meet the requirements of the position the Resource Development Officer is specifically accountable for:

- the development of division strategies and objectives to achieve results including setting goals, developing and implementing strategies and taking action to maximize results
- working collaboratively with others especially when decisions impact more than one area or have significant impact on a segment of internal or external stakeholders
- leading the development of relationships in selected campaign divisions. This will include creating opportunities for year round engagement with accounts, identifying prospective accounts and building new relationships and ensuring that volunteers are involved in and feel part of the United Way campaign
- developing internal departmental relationships to contribute to the overall organizational success
- working in partnership with long term senior volunteers to achieve fundraising objectives within assigned accounts including coaching and guiding volunteers to help them perform their volunteer roles and responsibilities including assisting with recruitment, orientation, motivation and monitoring of required activity
- day-to-day supervision and management of Loaned Representatives; coaching and guiding them to effectively perform their roles and responsibilities within their assigned portfolios, including assisting with recruitment, orientation and performance evaluation
- educating workplace volunteers and employee groups on the mission, vision and work of the United Way of Greater Victoria through direct public speaking to employee

- groups and corporate visits to chief contacts of participating and prospective organizations. This will also be done through the promotion of our key strategies through orientation of volunteers, Community Partner and Leadership Presentations
- ensuring that details pertaining to the management of each fundraising account are accurate and up to date in our fundraising software: maintaining and producing electronic and paper files, reports and analysis
  - developing and cultivating relationships with current and new accounts to increase their understanding and participation in United Way's fundraising efforts. Understanding and prioritizing where resources should be focused in order to make campaigns more successful
  - working closely with the Campaign Director, Resource Development to participate in discussion providing feedback and guidance as it pertains to campaign and resource development projects including the Loaned Representative Program, the Leadership Program, volunteer orientation and training, database software needs and analysis, Campaign Cabinet management, volunteer recognition and awards

## **Qualifications**

### **Knowledge, Education and Experience**

The ideal candidate will have a degree in related area plus a minimum of three years experience in a similar position and/or an equivalent combination of education and experience. Experience in the area of relationship development, fundraising, sales and/or marketing is required. Experience working with volunteers is preferred.

### **Skills and Abilities**

- Excellent relationship management and problem solving skills
- Excellent team, leadership and volunteer supervisory skills
- Ability to lead and facilitate meetings and training
- Strong presentation and training skills
- Strong numeric and analytical skills
- Consistent attention to detail, accuracy and quality of work
- Effective verbal and written communication skills
- Ability to prioritize and multi-task in a hectic work environment
- Strong database management ability and proficiency in Microsoft office
- This position requires a valid BC driver's license

The United Way of Greater Victoria is a unionized workplace. Salary and benefits for this position are payable in accordance with the CUPE collective agreement.

*The above reflects the general details to describe and evaluate the principal functions of the job identified, and shall not be taken as a detailed description of all the work requirements.*