

United Way of Walworth County Executive Director Job Description

Summary

The United Way of Walworth County's (UWWC) Executive Director (ED) is responsible for carrying out UWWC's mission, administering, coordinating and directing the organization's day to day operations. As a member of and accountable to the UWWC Board of Directors (Board), this person works collaboratively to set direction and effectively carry out the business and affairs of UWWC. As the chief mobilizer, leverages the power of relationships and networks and works across private, public and corporate sectors to improve conditions in the community. Possessing broad business and management skills, is effective at generating resources and financial support for the organization and its mission. The ED works closely with United Way Worldwide and United Way Wisconsin, leveraging these resources appropriately. Is a steward of the United Way brand and protects the reputation of UWWC.

Primary Responsibilities

- **Community Impact** The ED is responsible for the overall impact of UWWC in the community. The ED works closely with the Board to craft and adapt the organization's strategy to maximize impact, including raising funds to support the targeted needs. The ED will establish and build relationships with top leaders in the community's business, government and non-profit sectors. They will work closely with nonprofit agencies, helping to maximize the combined value of all resources provided within the community.
- **Resource Development** The ED drives fundraising: to retain and expand existing corporate campaign partners, to identify, cultivate and solicit prospective donors, to leverage personal and professional contacts and relationships into fundraising opportunities and to promote a culture of fundraising in the organization. The ED also works to identify and rollout new programs and sources of resources to address the health, education and financial stability needs of the citizens of Walworth County.
- **Strategic Management** The ED serves as the principal resource to the Board and its committees and gives strong direction in policy and best practice formulation and interpretation. The ED partners with the Board to craft organizational goals and develops strategies to ensure that they are achieved. The ED ensures coordination and alignment of all UWWC activities with the strategic direction and mission.
- **Organization Management** The ED maintains accountability for the operational and fiscal integrity of the organization within policies and guidelines set by the Board. The ED works with the Treasurer and finance committee to manage organizational spending, monitor budget compliance, and mitigate financial risk. The ED ensures that UWWC goals of inclusiveness and diversity are met.

United Way of Walworth County Executive Director Job Description

The Executive Director will be considered successful if they . . .

- Meaningfully grow the organization's budget to allow more community impact. Achieved by increasing the revenue stream depth and breadth coupled with increasing the amount of external funding and depth of UWWC's internal resources.
- Clearly define the UWWC brand and UWWC's visibility in the community, communicating and explicitly showing how UWWC adds value.
- Strengthen UWWC's value-add to partner organizations (for example, increasing number of meaningful partnerships and/or increasing value-add to existing partner organizations)

Reporting

The ED reports to the UWWC's Board of Directors. They are expected to work closely with the board, partner organizations, community leaders and 3rd party suppliers. There is no staff at this time; may change with organization's needs

Qualifications

- Substantial experience working in or with the nonprofit sector (United Way experience is desirable), and interacting with volunteers and diverse boards. A familiarity with the mission of United Way and how it seeks to serve its communities is a must.
- Extensive experience in the leadership and cross functional management.
- Ability to command confidence and respect of stakeholders, cultivating strong professional relationships with existing and new stakeholders.
- A demonstrated track record of building teams, partnerships and collaboration.
- Experience in and across multiple sectors: nonprofit, public and corporate environments.
- Experience in building revenue and increasing philanthropic support.
- Must demonstrate a high level of intelligence and intellectual curiosity with a desire to explore new ideas and innovative approaches to solving problems.
- Accomplished in Outlook Office, Microsoft Office Suite, QuickBooks, GoDaddy Website Builder, CFSW and Flipcause
- Experience with donor management software (CRM Lite a bonus)

Unquestioned integrity; a strong sense of accountability; a self-starter with practical ability to get things done; wisdom and good judgment; a fair and thoughtful approach to management, combined with the flexibility to shift direction as needed; a good balance of creativity and logic/analytics; excellent verbal and written communication skills; a high energy level and sense of humor.

**United Way of Walworth County
Executive Director Job Description**

Addendum - Specific Areas of Accountability

Administration

- Carries out duties as stated in the UWWC By-laws, and as assigned by the Board of Directors
- Assists Board of Directors and committees in accomplishing their goals
- Provides a monthly activities/accomplishment report at each board meeting
- Utilizes and distributes information and resources from United Way Worldwide and United Way of Wisconsin to enhance the UWWC mission
- Facilitates orientation of new members and staff
- Arranges and attends meetings
- Collaborates with the Treasurer to develop a budget and to manage appropriate investing of funds and assists with financial reporting to the Board of Directors
- Works with the accounting firm engaged by UWWC to manage the collection, disbursement and accounting of all funds and property
- Ensures all invoices are paid promptly
- Assures the accuracy of all files, correspondence, accounting, and database information
- Assists the accounting firm engaged by UWWC with the tax filings, annual review or audit and with other required financial documentation
- Prepares United Way Worldwide membership recertification annually

Fundraising

- Collaborates with the Board of Directors to plan, organize and manage annual fundraising
- Works with Marketing Committee to design and produce marketing materials
- Manages outreach to identify, develop, and maintain fundraising campaigns, including workplace, community, governmental, grants
- Facilitates efficient collecting, processing, and tracking of contributions
- Plans and directs events
- Establishes and manages a Legacy and Endowment program

Fund Distribution

- Collaborates with the Community Impact Committee (CIC) to plan, organize and manage fund distribution
- Works with CIC to review and maintain the funding application document
- Seeks and invites Walworth County nonprofits to apply
- Assures the fund distribution process follows guidelines
- Oversees Emergency Food and Shelter Program (EFSP)

**United Way of Walworth County
Executive Director Job Description**

Public and Agency Relations

- Working with the Marketing Committee, updates and manages UWWC website and social media accounts
- Develops and maintains a continuous program of public information about UWWC and its work with partner agencies to foster understanding of local human care needs
- Provides agencies and donors with the means to identify UWWC including trademarks, logos, and United Way signage
- Cooperates with United Way Worldwide in their branding strategy
- Coordinates and collaborates with other United Ways in Wisconsin as appropriate
- Maintains relationships with donors, local Chambers of Commerce and their memberships and attends meetings and events
- Acts as primary liaison between Board of Directors, Partner Agency Committee, agency personnel, and the community
- Attends partner agency events as appropriate

Special Areas of Responsibility and Skills

- Assists in the recruitment, and training of volunteers and staff, including preparation of training manuals
- Develops marketing materials to effectively communicate the purpose and mission of UWWC and its partner agencies
- Sets appropriate priorities for duties, manages time efficiently, and works well without close supervision
- Maintains availability (email, voicemail, etc.) to facilitate board, agency, donor, and partner contact

This job description is intended to convey the essential job functions of this position and is not an exhaustive list of skills, duties or responsibilities.

United Way of Walworth County is an equal opportunity employer in its policies, actions and goals in compliance with state, federal and local laws and regulations. It is the policy of UWWC to grant equal opportunity to all qualified persons without regard to race, color, age, gender, sexual orientation, pregnancy, religion, disability, national origin or other legally recognized basis for illegal discrimination.