



**United Way of Racine County
Job Description: Investor Relations Director**

Position: Investor Relations Director
Status: Full-time exempt position
Core Function: Resource development
Reports to: Chief Operating Officer
Direct Reports: Investor Relations Manager

Primary responsibilities: The position is responsible for implementation of all investor relationship strategies and leadership of the investor relations team. They are accountable for the day-to-day oversight of events, campaign account management, and campaign data management.

Specific duties, including but not limited to:

- Supervise team of professional staff. Provide ongoing support and leadership and regularly evaluate staff.
- Cultivation of major firms. Oversee all chairman's club (corporate donors over \$50K per year) and strategic partners company accounts/relationships.
- Volunteer management. Manage campaign chair, cabinet and other fundraising volunteers to identify, cultivate and solicit investors.
- Cultivation of major gifts. Identify, cultivate and solicit major investors. Lead implementation efforts for major initiative campaigns.
- Strategic goal attainment. Develop strategies and goals related to key investor relations metrics including donor development and retention of individual donors, corporate donors, sponsorships and legacy gifts.
- Work in partnership with marketing department for direct mail and campaign marketing materials (campaign video, campaign presentation PPTs, general brochure and more).
- Meet regularly with the Chief Operating Officer, direct report and UWRC team members.
- Represent United Way of Racine County in a positive manner at community events, meetings and activities as assigned.
- Other duties as assigned.

Competencies.

The position must model the competencies expected of all United Way staff:

- **Mission Focused.** Employee's top priority is to create real social change that leads to better lives and healthier communities. This drives employee performance and professional motivations.
- **Relationship Oriented.** Employee understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator.** Employee understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results Driven.** Employee is 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.** Employee is a steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

Values.

The position must model and support the values of the organization:

- Commitment to Community Success. Make a positive difference and have a measurable impact of enduring consequence.
- Leadership. Provide strong leadership and act as a catalyst for promoting positive change in our community.
- Inclusiveness. Aspire to involve every segment of the community in every aspect of work.
- Integrity and Accountability. Act with integrity that justifies trust.
- Innovation. Value innovation in community building to affect positive change.

Behaviors.

To perform the job successfully, an individual should demonstrate the following behaviors:

- Attendance/punctuality. Is consistently at work and on time; ensures work responsibilities are covered when absent; and arrives at meetings and appointments on time.
- Relationship Building. Strong relationship building skills and ability to work effectively with United Way donors, volunteers, agencies, and community representatives.
- Communication. Excellent verbal and written communication skills, with the ability effectively to communicate in a variety of ways. Strong interpersonal communication skills.
- Ethical. A commitment to professional ethics and ability to handle sensitive and confidential information.
- Teamwork. Ability to interact with internal clients.
- Planning/Organizing. Good organizational skills with an ability to prioritize multiple tasks. Strong project management skills.
- Flexibility. Ability to adjust to unexpected assignments, difficulties, and work deadlines.
- Personable and Professional. Inspires through knowledge, demeanor and uncompromising integrity.
- Analytical. Adept at working with market research, campaign data, calculations and situation assessment in current and potential markets.
- Intelligence. Capacity to understand complex issues adding value in the ongoing development of the community impact agenda.
- Genuine. Strong sense of emotional intelligence and calmness under stress.
- Quality. Demonstrates accuracy and thoroughness.
- Quantity. Meets productivity standards; completes work in timely manner. Works hard, works smart, works fast and gets results.

Qualifications.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience.

- Bachelor's degree preferred.
- Minimum of 3-5 years in fundraising and/or philanthropy.



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- Proven track record of building and maintaining collaborative relationships with diverse stakeholders.
- Demonstrable knowledge of Racine County and ties to the community strongly preferred.
- Willingness to work varied hours including early mornings, evenings and weekends as needed is a must.
- Experience working with data management systems.
- Excellent oral and written communication skills including knowledge of Microsoft Office suite.
- Proven capacity to learn new information management systems related to data management.
- Proven organizational ability and willingness to work as part of a team.

Supervisory Responsibilities.

Directly manages the investor relations department carries out supervisory responsibilities in accordance with United Way of Racine County policies and applicable laws. Responsibilities include initial screening, interviewing and training employees; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include: close vision, distance vision and ability to adjust focus.

While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear.

Benefits and Other Compensation

The Investor Relations Manager salary is \$65,000-70,000 plus benefits. United Way offers excellent benefits that include health and dental coverage, vacation and other paid time off, summer hours, remote work options, life insurance, retirement plan with 8% employer contribution, and much more.

United Way of Racine County is an Equal Opportunity Employer.

Application instructions.

To apply, submit your resume and cover letter via email with the subject line: Investor Relations Director to Kim Hill at khill@unitedwayracine.org. Please no phone calls or mailed applications. This posting will be open until the position is filled.