



**United Way of Tucson
and Southern Arizona**

Position Description

Associate Vice President, Major Gifts

Full Time, FLSA Exempt

Job Summary:

The Associate Vice President, Major Gifts directs all aspects of high-level donor cultivation, stewardship and relationship management. Reporting to the VP, Chief Advancement Officer, the Associate Vice President, Major Gifts will lead, drive, and catalyze innovations to both maintain and develop United Way of Tucson and Southern Arizona's presence in major and legacy giving. This position will work in tandem with Annual Giving and is responsible for guiding staff in building relationships with current and potential Leadership Givers and Major Donors, raising the resources necessary to fund United Way of Tucson and Southern Arizona programs and operations.

All United Way of Tucson and Southern Arizona (UWTSA) programs and strategies work toward eliminating racial, ethnic, and socio-economic disparities for an educated, thriving, and equitable community.

United Way offers competitive wages and a generous benefits packet with employer contributions for full time employees including medical, dental, 401K, HRA, PTO, 11 paid holidays, and opportunities for educational and professional development. For more information about our organization, see www.unitedwaytucson.org.

Salary - \$76,000-\$85,000 Apply: <https://unitedwaytucson.org/careers/>

Responsibilities:

Leadership/Major Gifts Giving

- Meet and/or exceed Annual Campaign goals by cultivating, four, five and six figure gifts.
- Direct, design, organize, and implement strategy to segment, prospect, cultivate, solicit to retain, and grow leadership and major givers.
- Provide Major Gifts initiatives and retention plan (\$10,000 - \$500,000) including the Tocqueville Society.
- Responsible for the coordination of the Tocqueville Society, Committee and Events.
- Work with Marketing to create Tocqueville Welcome packets and Tocqueville Acknowledgement Webpage.
- Develop and direct strategies to grow and retain leadership givers and increase funds from current members.
- Successfully manage the Women United Affinity Group with support from the Director of Advancement to grow their membership numbers and increase fundraising dollars to UWTSA.
- Ensure Community Development reaches their financial goals by securing and developing existing and new corporate and foundation grants and individual giving.

- Develop effective donor management and retention programs to increase the share of dollars directed to the United Way of Tucson and Southern Arizona impact areas from current and new donors.
- Develop and maintain effective communication plan that keeps donors and prospects informed and involved with United Way of Tucson and Southern Arizona.
- Develop sponsorships and provide support for events such as: the Annual Leadership Recognition Event; Leadership Giving presentations; planning and logistics of all Tocqueville Society events.
- Ensure that collateral materials and recognition programs are timely, effective, and appropriate.
- Provide training and information to the Annual Campaign team to assist in managing, soliciting, and recognizing leadership givers and prospects within their areas of responsibility and help to transition these donors from the annual workplace campaign.
- Identify opportunities and develop programs to attract new leadership givers from segmented markets, taking the lead role with specific markets as assigned.
- Work with Leadership Giving team to identify and develop Endowment and Planned Giving prospects.

Philanthropic Funds (DAF's)

- Direct, design, organize, and implement strategy to cultivate, solicit, and grow Philanthropic Funds.
- Provide superior customer relationship management.
- Develop effective donor management programs to increase the share of dollars directed to United Way of Tucson and Southern Arizona impact areas from current and new account holders.
- Develop and maintain effective communication plan that keeps account holders and prospects informed and involved with United Way of Tucson and Southern Arizona.
- Ensure that collateral materials and account holder recognition programs are timely, effective and appropriate.
- Direct the administration of the Philanthropic Fund program by the Donor Relations Director to ensure proper customer service, including quarterly communications, and be knowledgeable regarding accounting and deployment of funds.

Management and Administrative Functions

- Build and lead a diverse Leadership Giving team that enables the organization to succeed; Hire the right people; Demand high performance and results; Ensure staff's work aligns with mission and strategy.
- Develop and implement strategic long-range plans for Leadership Giving team; track/report results.
- Direct and manage employees, interns, consultants, and volunteers. Ensure staff work plans meet organizational goals and objectives.
- Utilize volunteer's skills and knowledge to call on assigned individuals and accounts to increase leadership giving.
- Maintain donor and prospect records and current files.
- Monitor and track campaign progress and provide analysis for forecasting and use by the RD Team, Campaign Cabinet and Board of Directors.
- Coordinate with team timely planning and completion for necessary Campaign marketing strategies and materials to support success of annual goals and objectives.
- Establish, monitor, and administer budget and expenses within budget requirements, including planning and managing budget line items for specific outcomes.

- Counsel and assist staff in professional growth and development within United Way of Tucson and Southern Arizona and the community. Conduct timely performance evaluations.
- Perform duties in accordance with United Way of Tucson and Southern Arizona policies and procedures such as managing/attending staff meetings, completing accurate and timely timesheets and expense reports.
- Create, modify, and maintain routine and special letters, memos, and reports using word processing, database, spreadsheet and other software packages.

Strategic Positioning

- Cultivate relationships with public and private groups to present United Way of Tucson and Southern Arizona's vision, mission, services, and programs.
- Fulfill United Way of Tucson and Southern Arizona goals of cost-effective fundraising and community building.
- Is present and visible in the community and with partners, donors, volunteers, etc.
- Engages, listens and understands community aspirations.

Other Duties as Assigned

Qualifications, Skills and Abilities:

- Bachelor's degree in business, communications or related field, or equivalent combination of education and work experience.
- Five to seven years of experience in resource development, donor relations or related field.
- Experience and success in managing relationships and securing support from accounts and individuals.
- Desire and ability to work in team- oriented work environment.
- Demonstrated supervisory experience and ability to motivate and manage staff, donors, and volunteers.
- Ability to tactfully handle stressful situations, negotiate and resolve conflicts, maintain confidentiality and to respect and observe organizational protocol.
- Ability to motivate and manage donors, volunteers, and staff.
- Excellent written and verbal communication, public speaking, training, facilitation, administrative and interpersonal skills.
- Event planning and management, accounting, budget development and management skills.
- Computer skills including CRM, Windows-based software (Word and Excel), e-mail and calendar, and presentation software.
- Ability to maintain a flexible work schedule and adjust it as required by changing activities.
- Must possess a valid driver's license, current auto insurance, daily access to a reliable vehicle and able to lift up to 30 pounds.

POLICY STATEMENT

The United Way of Tucson and Southern Arizona is an equal opportunity employer. We champion diversity, equity, and inclusion. We take action to ensure equal opportunity and all candidates are considered without regard to race, color, religion, national origin, age, sex, sexual orientation, gender identity, marital status, ancestry, physical or mental disability, veteran status, or any other legally protected status.