

## UNITED WAY OF THE MIDLANDS

### POSITION DESCRIPTION

Date established: 9/24/2024

Last Revised: N/A

**Position Title:** Vice President, Corporate Engagement

**Department:** Executive

**Supervisor:** President and CEO

**Position Status:** Full-Time, Regular, subject to an annual review

**Job Classification:** Exempt

In compliance with the Fair Labor Standards Act, this position is classified as an exempt position and the employee is not eligible for overtime. Some evening and weekend hours may be required.

### POSITION SUMMARY

United Way of the Midlands partners with hundreds of companies to help them meet their philanthropic, volunteerism, and employee engagement goals via mutually beneficial, multifaceted partnerships that yield nearly \$10 million in financial support annually. The Vice President of Corporate Engagement is primarily responsible for conceiving and implementing a comprehensive strategy to increase the number of corporate partnerships and strengthen existing partnerships, thereby increasing corporate financial support for United Way of the Midlands. The Vice President for Corporate Engagement leads an internal team with responsibility for corporate fundraising campaigns, volunteerism, sponsorship and special events. This is a key role with both the organization and the Midlands business community, and requires innovative thinking, fearless salesmanship, inspirational leadership, egoless collaboration, and tireless determination. This position reports to the President and CEO, is a member of UWM's senior management team, and is critical to our success and impact in the community.

### ESSENTIAL DUTIES & RESPONSIBILITIES

- Set a strategic, comprehensive vision for year-round engagement of United Way's corporate partners to maximize engagement and increase revenue.
- Organize the Corporate Philanthropy team for success, recruit and retain the very best performers, lead and motivate the team to achieve mutually agreed upon goals.
- Develop data-driven goals and annual budgets for corporate philanthropy (including revenue, portfolios and volunteerism).
- Develop systems for corporate revenue and workplace campaign metrics tracking, analysis and reporting/knowledge sharing.

- Thoroughly evaluate existing corporate engagement policies, procedures and practices for effectiveness and efficiency, making recommendations for improvement.
- Understand the economic drivers of the Midlands, how these affect the business landscape and what opportunities are being created. Routinely assess threats to corporate revenue growth and proactively address them when encountered.
- Constantly identify potential new corporate partners and successfully implement tactics to build mutually beneficial relationships that yield revenue for United Way of the Midlands.
- Work in close partnership with VP of Individual Philanthropy, recognizing donor overlap and maximizing opportunities to use individual fundraising tools and techniques where appropriate within workplace campaigns.
- Work in close partnership with VP of Community Impact, developing a deep understanding of UWM's Community Impact work, the connection between workplace giving and community impact grantmaking, and closely partnering on corporate foundation grant requests.
- Utilize volunteers to accomplish UWM's mission while concurrently fulfilling volunteers' desire for meaningful engagement with UWM and our community.
- Creatively and collaboratively plan and execute various special events to accomplish Corporate Philanthropy objectives.
- Support the development and utilization of tools and technology that ensure data integrity and the effective, efficient use of data to accomplish objectives.
- Serve as an active member of UWM's Senior Leadership Team.
- Perform other duties as assigned.

#### **Competencies:**

**Awareness and Sensitivity to the External Environment** - Situational awareness; is aware of organization's position in the community and the effect of words and actions on that position; demonstrates savvy in dealing with internal and external customers; is promoting and affirming in conversations about and on behalf of the organization.

**Collaborative/Inclusive Outlook** - Works in a way that builds trust, relationships and confidence; promotes an environment that values input from the entire team; actions are both open and transparent.

**Communication** - Speaks clearly, writes effectively and persuasively in positive or negative situations; listens to executives, co-workers, employees and outside advisors to effectively and efficiently share information and ideas; demonstrates effective group presentation and meeting skills. Polished and compelling public speaker to diverse audiences of varying size.

**Innovation** – Comfortable and proactive with developing, recommending and introducing new ideas and/or methods.

**Relationship Building** – Has the ability to connect and influence a large and diverse group of people; is seen as a bridge builder and someone who is “good to work with” can build and maintain meaningful professional relationships.

**Results-Oriented Thinking and Behavior** - A genuine concern for effectiveness; possesses the desire to get the job done with excellence; mentally, is focused on getting the best results for actions taken; does not settle for mediocrity.

**Stewardship** – Responds appropriately and timely with the fiscal responsibility given, and to organizational resources and budgetary administration; responsible stewards of people, talent and financial resources.

**Team/Organizational Leadership and Management** - Understands the needs and wants of the organization, community and its customers and co-workers to provide accurate, complete and timely service and to further the mission, values

## REQUIRED & PREFERRED QUALIFICATIONS

### Required

- Bachelor's Degree required with an emphasis in sales, business, marketing, communications preferred.
- 5+ years of business development or sales-related experience.
- Excellent command of data; enjoys and is adept at data analytics and drawing informed conclusions and actions based on data analysis.
- Proven track record of leadership with direct reports.
- Must work well under pressure, be flexible, creative, enthusiastic, and possess a high energy level.
- Outstanding project management skills; extremely organized with ability to manage multiple priorities.
- Flexibility to adjust schedule to work occasional evenings and weekends as needed.

## SUPERVISOR AND/OR CONTACT INFORMATION

Sara Fawcett  
President and CEO  
United Way of the Midlands  
1818 Blanding Street  
Columbia, SC 29201  
Email address: [sfawcett@uway.org](mailto:sfawcett@uway.org)

Qualified applicants should apply at [applicant@uway.org](mailto:applicant@uway.org) and provide a cover letter with resume.