UNITED WAY OF CASS-CLAY
Job Description

Job Title: Major Gifts Lead
FLSA Status: Exempt
Reports To: Director of Resource Development

Purpose: The Major Gifts Lead provides support to the Resource Development department with the primary responsibility of building effective relationships with investors to maintain and grow Annual Campaign and Legacy Society investments. The Major Gifts Lead will be responsible for qualifying, cultivating, soliciting, and stewarding Tocqueville, planned giving, endowment and leadership level donors for the organization.

Primary Responsibilities and Duties:
- Design highly customized donor engagement strategies that drive retention and growth of United Way’s Annual Campaign, Tocqueville Society, and the Legacy Society
- Continuously qualify, cultivate, solicit, and steward relationships with prospects through one-on-one meetings and events while maintaining regular correspondence
- Work effectively with other departments to execute donor relations strategies. Build relationships between teams to integrate major giving and planned giving messages throughout all aspects of the organization
- Lead the implementation of CRM and donor data software systems; measure and report on success against goals and objectives
- In partnership with the Community Engagement team, lead Legacy Society and Tocqueville Society major events
- Provide support to the Director of Resource Development in leading the Development Committee
- Actively participate in year-round community relations with key contributors and organizations to develop a strong presence and solid relationships in our service area
- Adherence to operating budget in those areas of direct responsibility
- Successfully adhere to campaign timeline and deadlines, while maintaining a high level of accuracy
- Build integrated relationships with the President & CEO and Resource Development team to ensure the seamless integration of major giving and legacy donor strategies and engagement.
- Perform other duties as assigned by the Director of Resource Development and President & CEO

Education and Experience:
- Bachelor’s degree in relevant field required and at least four years equivalent experience

Knowledge, Skills, and Abilities:
- Ability to communicate effectively and articulately in writing and speaking
- Ability to proactively work independently
- Consistent delivery of exemplary customer service and communication to a diverse audience in all donor, volunteer, and team interactions
- Demonstrated organizational skills, attention to detail, and ability to handle multiple projects simultaneously with deadlines in a fast-paced environment
- Knowledge of MS Office Suite and willingness to adapt and utilize new technology platforms

Updated June 2022
• Ability to maintain confidentiality of classified information
• Good vision, speech, and hearing acuity (with glasses and speaking/hearing aids if necessary)
• Physical exertion includes bending, pushing, standing, and walking
• Must be able to move or lift approximately 25 pounds occasionally
• Ability to work outside of an office environment and travel to appointments
• Valid driver’s license and access to reliable transportation

Leadership Competencies
• Personal Leadership
  o This competency reflects the individual’s ability to demonstrate credibility and show flexibility.
• Thought Leadership
  o This competency reflects the individual’s ability to understand and resolve issues and think broadly.
• People Leadership
  o This competency reflects the individual’s ability to share information, collaborate, and establish relationships.
• Results Leadership
  o This competency reflects the individual’s ability to seek donor satisfaction, execute department plans, manage the work effectively and show initiative and commitment, and improve processes.