



Job Description

Position: Business Development Lead

Reporting to: Director, Philanthropy and Engagement

Edited: April 2022

Job Summary:

Responsible for growing the community campaign through a strategic cause-based fundraising model. This position's primary focus will be on prospecting and developing new partnerships, as well as leading, executing, and evaluating sponsorship strategies and tactics. This role is part of the Philanthropy team reporting to the Director of Philanthropy and Engagement.

Strong relationship management skills, communication skills, and fundraising or sales experience will be integral to the success of this role. Ultimately, this role is responsible for demonstrating to prospective workplaces, donors, and sponsors how partnering with United Way WRC through campaigns or sponsorship will build brand awareness and show corporate social responsibility.

Job Responsibilities:

- **Cause-Based Business Development:**
 - a. Lead research and prospecting of new workplace campaigns, new business relationships, and corporate partnerships by mobilizing new and existing networks.
 - b. Responsible for developing and managing relationships with new business accounts focused on targeted and cause-based fundraising campaigns.
 - c. Coordinate with Campaign Cabinet and Board members to develop new business relationships.
 - d. Plan and execute strategies and tactics to attract new business partners and secure financial support through donations, sponsorships, and in-kind gifts.
- **Sponsorship**
 - a. Lead efforts to secure sponsorship for all organizational events and initiatives, including prospecting, promoting United Way WRC to individuals and corporations, proposal customization, and post event follow up and support.
 - b. Demonstrate to prospective sponsors how partnering with United Way WRC will build brand awareness and show corporate social responsibility
 - c. Implement sponsorship strategies to maximize revenue
 - d. Effectively steward individuals and corporations to secure funding
 - e. Ensure financial targets are met, and develop initiatives to increase donor retention and acquire new supporters
- **Marketing and Communications:**

- a. Collaborates with Marketing and Communications and Philanthropy staff to develop clear, customized plans and outcomes for cause-based campaigns.
 - b. Assists with development and implementation, along with direction from Marketing and Communications, of targeted cause-based assets.
 - c. Communicates with donors, volunteers, community partners and employees using verbal, written and digital techniques
- **Stewardship:**
 - a. Develops and supports relationships with prospects, donors and volunteers
 - b. Exemplifies outstanding client service practices
 - c. Conveys the impact of donations
 - d. Supports all donor processes through CRM and data management.
- **Fundraising Strategy & Execution:**
 - a. Assists in the planning and execution of cause-based fundraising strategies and tactics
 - b. Assists in the identification, design, and implementation of new fundraising strategies to grow revenue with a focus on younger donors.
- **Campaign Cabinet:**
 - a. Attends cabinet meetings, shares information related to new business development
 - b. Communicates with cabinet volunteers, provides necessary information and supportive products
- **Process and Procedures:**
 - a. Independently tracks performance goals and provides weekly reporting on progress to goal completion
 - b. Tracks all communication and relevant information within the database in a timely manner
 - c. Assists with evaluating existing fundraising strategies and tactics, identifies and recommends new initiatives, assists with the development and implementation of new activities to increase the organization's impact
- **United Way WRC Promotion:**
 - a. Represent United Way WRC as required (chamber, community events, presentations, social media, etc.)
 - b. Promote United Way values, brand and mission
 - c. Accompany the CEO/senior staff when required
- **Committee Participation/Leadership:**
 - a. Participates on cross-functional committees as necessary
- **Other:**
 - a. Other duties as assigned

Job Skills/Qualifications (Knowledge, skills and abilities):

- Post-secondary education in related field or other relevant experience
- 2 to 3 years of work experience in a diverse fundraising/sales environment, preferably in the not-for-profit sector
- Outstanding communication and negotiation ability
- Excellent organizational skills
- A knack for problem-solving
- Excellent collaboration skills – proven ability to work cross-functionally toward a common goal
- Excellent relationship skills – ability to build new relationships and maintain existing relationships is required
- Excellent communication skills (both verbal and written); both with internal and external individuals, including ability to present to a wide variety of audiences and present a persuasive argument

- Excellent organizational and task management skills, high attention to detail in all aspects of work, and proven ability to meet deadlines
- Proven ability to produce results
- Excellent computer skills: Microsoft Office Products, CRM/database, other computer skills are an asset

Working Conditions:

- Office environment
- Flexibility to work from home when necessary
- Occasional evening and weekend work
- Need to adjust hours and schedule as necessary to meet the demands of the community as events and opportunities develop relations occur outside of regular business hours
- Travel within Waterloo Region will be required
- May sit for extended periods
- May involve significant computer use
- May include set up and take down at events
- May require packing and unpacking of materials up to 20 lbs