



Job Description

Position: Donor Relations Specialist
Reporting to: Senior Director, Philanthropy
Edited: January 2025

Job Summary:

Would you like a job with purpose, where you help local charities in need so our community can thrive? Then this position is for you!

United Way Waterloo Region Communities is a non-profit organization that helps to support 70+ local charities and non-profit agencies across Waterloo Region. Our partner agencies range from issue-areas of Homelessness, Housing, Addictions, Mental Health, Food Insecurity, Children and Youth Wellbeing, and much else. United Way works to raise funds for many charities by engaging our community's individual donors, workplaces, and operating special events and fundraising campaigns; all with the aim of creating more awareness that supporting our local charities supports our entire region and lifts all of us up.

We are currently recruiting for a **Donor Relations Specialist** to join our Philanthropy team. At United Way, culture comes first! We are looking for someone with an outgoing personality and a friendly, collegial attitude, that wants to learn the skills of public speaking, donor engagement, stewardship, data analysis, and much else!

The Donor Relations Specialist will use their excellent communication and relationship management skills to excel in a fast-paced and rewarding fundraising environment. This role is responsible for working with United Way staff, internal and external volunteers, and community partners to grow the community fundraising campaign through stewardship and engagement of workplace campaigns, corporate partners, and individual donors. This position will strengthen existing relationships and develop new relationships using strong relationship management skills and practices and play an active role in developing and delivering the United Way Philanthropy strategy.

Job Responsibilities:

- **Donor/Workplace Management:**
 - a. Responsible for all activities within assigned accounts, managing relationships and ensuring effective and regular communication and proper client management
 - b. Leads the planning and execution of Campaign for a Cause fundraising strategies and tactics with workplace accounts, including developing and maintaining relationships with employee campaign managers, corporate contacts, and individual donors

- c. Attends and/or facilitates community or virtual engagement activities (tours, volunteer days, simulations, guest speakers, campaign launches, updates, fundraising events, etc.)
- **Stewardship:**
 - a. Maintains and strengthens relationships with Employee Campaign Manager(s) and volunteers, corporate contacts, and leadership and individual donors within workplace accounts
 - b. Exemplifies outstanding client service practices and behaviours
 - c. Conveys the impact of donations to improve and enhance the relationship with existing donors and volunteers
 - d. Supports thank you and lapsed donor processes through Andar and data management.
- **Fundraising Strategy & Execution:**
 - a. Assists in the planning and execution of fundraising strategies and tactics for United Way WRC
 - b. Responsible for meeting financial and relationship targets within assigned accounts and with new donor acquisition
 - c. Assists in the identification, design, and implementation of new fundraising strategies to grow revenue with a focus on younger donors.
 - d. Generate new donor relationships by reaching out and engaging with prospective donors
- **Communications:**
 - a. Creates personalized donor and volunteer correspondence
 - b. Communicates with donors, volunteers, community partners and employees using verbal, written and digital techniques
 - c. Creates and delivers impactful and inspiring United Way presentations to a variety of audiences
- **Campaign Cabinet:**
 - a. Attends cabinet meetings, shares information related to workplace accounts
 - b. Communicates with cabinet volunteers, provides necessary information and supports related fundraising strategies and tactics
- **Process and Procedures:**
 - a. Independently tracks performance goals (financial and activity) in relational to overall campaign 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 (public presentations, social media, etc.)
 - b. Promote United Way values, brand and mission
 - c. Accompany the CEO/senior staff to meetings and events 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
- 1 to 2 years of work experience in a diverse fundraising/sales environment, preferably in the not-for-profit sector is an asset
- 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 in a compelling and engaging way and present a persuasive argument
- Excellent interpersonal skills, including proven ability to work with senior staff, volunteers and leaders in the community; ability to motivate individuals and teams to achieve results; a team player
- Familiar with the sales cycle and comfortable with outreach to new donors and those with very little previous contact with United Way
- Excellent organizational and task management skills, high attention to details in all aspects of work, and proven ability to meet deadlines
- Proven ability to produce results
- Excellent computer skills: Microsoft Office Products, database, accounting software, 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, access to vehicle is 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

Please send cover letter and résumé to hr@uwaywrc.ca