



United Way
of South Hampton Roads

We bring people and resources together to solve problems too big for any of us to solve alone.

Title: The Joan P. Brock Endowed Director of Women United
Department: Foundation & Major Gifts
Reports To: Vice President, Foundation & Major Gifts
Date Updated: November 2021

Why Work for United Way

Do you want to leave work every day knowing that you made an impact? At United Way of South Hampton Roads (UWSHR), you'll work in a fun and supportive environment where every day is a new opportunity to make a difference. If you talk to our employees, the single trait we all have in common is passion. We work hard because we love what we do, and we know how much our community needs us. You'll learn from some of the best in the business and be constantly challenged in an ever-changing industry. Plus, we offer excellent benefits and opportunities for advancement. If you want to be great while doing good, join the United Way team. If you are motivated, hard-working and passionate, United Way may be the perfect place for you.

Objectives & Expectations

The United Way improves lives by mobilizing the caring power of communities to advance the common good to help all residents thrive and live the best version of themselves. We all benefit when a child succeeds in school, when someone finds a job that sustains a family, or when more people get quality, affordable healthcare. As our community recovers from one of the deadliest pandemics in our country's history, the United Way will play a pivotal role in helping residents from under resourced communities and the ALICE population (Asset Limited, Income Constrained, Employed) move towards self-sufficiency.

Serving as a backbone for our community, United Way will partner with organizations to provide enhanced job training and improved housing opportunities for ALICE individuals and will provide wrap around services to connect residents to healthcare programs for families impacted by the pandemic. United Way will also support the reopening of the local economy by partnering with organizations to support small business growth, working closely with nonprofit agencies to deliver programs and services to residents experiencing need. The Director of Women United will identify, qualify, cultivate and solicit gifts within our local community as members of Women United. Spend at least 60% of time in the field meeting and interfacing with key constituents and prospects to increase membership and giving. Work with other UW staff to facilitate a team environment that supports all leadership and legacy giving.

Core Job Responsibilities

- Execution and management of Women United initiative that consists of but is not limited to cultivation/solicitation/recruitment of prospective members, retain current members and identify new Women United leadership prospects
- Work closely with marketing on all material development, newsletter content, recognition, volunteer activities, training and presentations for Women United
- Manage all aspects of the volunteer boards, councils and committees to include communication, meetings, reporting and goal setting as deemed appropriate by board chairs
- Working with the Marketing Department, serve as the lead on assigned events by soliciting sponsorships, assisting in the planning and development of event materials, and cultivate and solicit prospects through post-event follow-ups in a timely manner
- Prepare volunteers, CEO, VP of Finance, VP of Foundation & Major Gifts and others for the solicitation of prospects, accompany them as needed and assist in soliciting gifts personally in face-to-face meetings



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- Work with Workplace Campaign Account Owners to ensure they understand and promote Women United Leadership giving
- Help provide guidance and support to other UWSHR affinity groups
- Help to manage and grow the WU Endowment as a whole
- Support Campaign Activities as needed which may include managing a very select list of accounts

Key Metrics

- Complete 12 F2F calls/month and 60 MI's
- Increase number of people who attend function(s)
- Increase total WU returning and new members

Key Skills Requirements

- BA degree required
- 5+ years of customer relationship building
- Ability to work independently with a strong work ethic, high degree of self-motivation, initiative and work well under pressure
- Volunteer management skills
- Strong written and verbal communication skills
- Experience in cultivating, soliciting and securing gifts with an ability to manager donor accounts
- Proficient computer skills, CRM experience preferred

Interested? Please send your resume to humanresources@unitedwayshr.org. We will continue accepting applications until the position is filled.