



United Way of Anchorage

**Title:** Senior Philanthropy Officer

**Supervisor:** VP of Philanthropy

**Salary Range:** \$82,000 +DOE

**Hours of Work:** 8:30 a.m. to 5:00 p.m., M-F

*Potential for flexibility on hours of work and remote workdays as part of a regular schedule. Occasional evening and weekend work required.*

**Organizational Overview:** We unite caring people to give, volunteer, and take action to remove barriers to opportunity and solve our community's toughest challenges. Our focus is on education, financial stability, and health—the building blocks for a good quality of life and a strong community.

**Position Overview:** With help and support from the Vice President, oversee the management and growth of United Way of Anchorage (UWA) individual donor program including discovery, cultivation, solicitation, retention, and stewardship. Collaborate within the larger Philanthropy team to help ensure consistent and high-quality engagement across donor segments, campaigns, appeals, and events. Carry shared responsibility with the full team for overarching Philanthropy goals. Train other staff at UWA in best practices for relationship management and meeting objectives.

#### **Roles & Responsibilities:**

- With the Vice President, help grow, retain, and progress individual leadership donors at each level, using focused appeals, personal cultivation plans, and appropriate special recognition events and activities. Relevant segments include:
  - Leadership: \$1,000+
  - Alexis de Tocqueville Society: \$10,000+
  - Loyal: 10+ years
  - Diamond: 25+ years
  - Retirees
- Provide support for the leadership team, CEO, UWA Board of Directors and Tocqueville Society team to appropriately participate in the cultivation, solicitation, and stewardship of individual donors. Help develop talking points and scripts, coordinate thank you letters/cards, record activities in the CRM database, and support participation at events.
- As appropriate, manage a select portfolio of workplace campaigns within the wider community campaign. Reliably provide support to these workplaces within the campaign, and meaningfully engage their teams outside it.
- As a frontline ambassador for UWA to donors, volunteers, and community partners. Maintain current awareness of program priorities, strategic plan goals, recent accomplishments, and laudable program milestones. Regularly engage with Community Impact and 2-1-1 to maintain a deep understanding of UWA's work in the community with our beneficiaries.

- Manage the annual plan and corresponding budget for individual donors, major gifts, and annual giving efforts at UWA.
- With support from the Marketing & Communications team, spearhead the annual appeals at UWA along all channels: direct mail, phone calls, events, social media, etc. Specific campaigns include, but are not limited to:
  - End of Year Campaign
  - Pick Click Give
  - Spring Appeal
  - Appeals to current and recent donors.
- Participate as a colleague, resource, and advocate in the larger team of Philanthropy. With the Data team, help manage the CRM database for tracking donors -- log appeals, gifts, communications, follow up, notes, etc.
- As directed, participate in grant writing activities on behalf of UWA.
- Other duties as assigned.

#### **Key Competencies:**

- Ability to meet work deadlines and objectives.
- Verbal and written communication skills and ability to work effectively in a team environment.
- Ability to self-organize.

#### **Education, Skills & Qualifications:**

- Bachelor's degree from a four-year college or equivalent experience.
- 3-5 years of experience specific to sales, fundraising, or nonprofit management preferred.
- Experience using a CRM database or fundraising software such as Salesforce, Raiser's Edge, etc.

#### **Personal Competencies:**

- **Know Yourself** - Demonstrate self-awareness, self-management and continual growth and learning. A person who knows themselves can identify their thoughts, feelings, and wants and then effectively put them into words in the moment. They are aware of their patterns, strengths and limitations and they seek feedback and knowledge to continually learn and grow from their experiences.
- **Understand Others** - Demonstrate interpersonal awareness and the ability to be inclusive. A person who understands others knows that everyone has their own experience of any given situation. They seek to understand all perspectives and leverage the generative nature of differing options and experiences so that outcomes are of the highest priority.
- **See the Whole** – Demonstrate organizational and political awareness, relationship building skills, and effective decision making. A person who sees the whole understands how UWA is connected in vision,

mission, and function. They can balance UWA, partner organizations, donors, and community member interests to make effective decisions as well as champion decisions that have been made. They know the importance of relationships in understanding all perspectives and demonstrate effective group behaviors.

- **Create an Environment of Success** - Demonstrate the ability to provide personalized recognition and celebrate successes and display characteristics of interpersonal influence. A person who creates an environment of success can clearly articulate their vision and expectations to their team and garner commitment. They ensure accountability and continued success through feedback, coaching and recognition.
- **Model the Way** - Demonstrate ethics and integrity, consistently walking the talk. A person who models the way is highly credible. They do what they say they are going to do. They consistently excel by aligning their personal actions with shared values.

**To Apply:** Please send your resume to Fred Miller, [fmiller@ak.org](mailto:fmiller@ak.org), Chief Financial Officer.