

DRAFT



**United Way of Blair County
Job Description**

Position: Chief Professional Officer (CPO)

Accountability: The Chief Professional Officer is accountable to the Board of Directors through the Board President.

Direct Reports: Financial Consultant
Administrative Assistant
Director, CEECET (Community Engagement and Early Care and Education Team)
Director, Family Resource Center
AmeriCorps VISTA staff

Objective: The Director of Operations & Development, appointed and employed by the Board of Directors, provides overall leadership in the areas of operations and development and community relations for the United Way. The Director of Operations & Development, in conjunction with the Board of Directors, represents and promotes United Way to all components of the community.

DUTIES:

A. Board Development and Operations:

1. Assists the Board of Directors and Committees with direction in matters of policy formulation, interpretation and implementation; long and short-range goal setting and planning; as well as securing high quality volunteer leadership for United Way.
2. Keeps the Board of Directors informed of United Way office activities and needs, progress towards goals, affiliate agencies' status, background on agenda items and national United Way trends.
3. Manages all office operations including, personnel, their training and evaluation; the management of time; space and equipment resources; the development and monitoring of the office budget and payments to member agencies.
4. Directs the operations of the Family Resource Center, CEECET, and Ameri-Corps VISTA.
5. Responsible for the fiscal management of the United Way, to include supervision of the Fiscal Officer or Financial Consultant.
6. Responsible for management of all grants and associated grant reporting.
7. Keeps organization compliant with United Way of America, United Way of PA., State Employees Combined Campaign and CFC.
8. Works with the President and Committee Chairpersons in planning meetings, preparing agendas, setting schedules, minutes and providing relevant background information.

B. Development

1. Coordinates the successful completion of employee workplace campaigns.
 - i. Provides direction and support to Campaign Chairperson and volunteers



- ii. Provides support in volunteer recruitment and training, scheduling, Special Events planning and execution, goal setting, campaign promotion and the preparation and delivery of United Way materials.
2. Develops strategy and plan for fund raising activities
3. Develops strategy and process for recognition of major contributors (both business, individual) and employee campaign coordinators.
4. Uses sound campaign procedures, in accordance with the principles of United Way to ensure efficient solicitation, collection and record keeping.
5. Analyzes and evaluates fundraising and fund distribution results to benefit future campaigns.
6. Researches and pursues funding opportunities from local, state, regional, national and private sources. Prepares funding requests as appropriate.
7. Develops ongoing personal contacts and cultivates current and potential donors, corporations and foundations.
8. Solicits contributions from corporations, individuals and foundations:
 - i. Creates sponsorship proposals for solicitation to corporations;
 - ii. Prepares grant proposals for operating or endowment funds;
 - iii. Works with people who may be interested in increasing their gift or making planned gifts to the United Way of Blair County.
9. Keeps donors informed of progress and significant accomplishments.

C. Marketing and Public Relations

1. Promotes public understanding and supports of human service needs and programs by representing United Way in community activities by:
 - i. using the media effectively
 - ii. directing year-round public relations programs dealing with how member agencies meet community needs
 - iii. conveying policies and positions of the Board and its committees to corporate and labor leaders; government officials and bodies; other human services agency personnel and to the community-at-large
2. Writes and submits news releases and articles.
3. Develops media plans for promoting United Way.
4. Develops, produces and disseminates quarterly newsletter.
5. Prepares an Annual Report.
6. Develops campaign materials including: brochure, pledge forms, posters and video direction.

D. Community Building

1. Assists the Community Building Committee Chairperson in completion and implementation of the Community Impact Funding Plan by;
 - i. Provides grant application training
 - ii. Serves as advisor for agency inquiries during grant process
 - iii. Assists in grant review process and follow up communications to grant applicant
 - iv. Assures a sound grant distribution process is followed.
 - v. Monitors agency activity via financial reports and reports of outcome measures as described in the funding application or as agreed upon in grant award.



2. Provides assistance and input to committees and agencies regarding development of outcome measurement component of the plan.
3. Develops a sound working relationship with the Directors of all affiliated agencies by providing consultation regarding their services and programs, budgets, inter-agency cooperation and current community needs.
4. Acts as United Way of Blair representative at local meetings.
5. Maintains active involvement with community leaders and public officials on human services and non-profit issues
6. Collaborates with other county human service agencies and non-profits on local initiatives that foster United Ways' mission.
7. Maintains cooperative relationships with other United Way organizations.

Education Requirements:

Bachelor's degree in social work, public administration, business or a related field

Experience Required:

Five or more years of experience in the human service or business field. Demonstrated leadership ability to build teams and effectively interact in a team environment. Previous experience in development and fund raising. Demonstrated strength in management and organizational development. Strong creativity, problem-solving and oral/written communication skills. Knowledge of human service issues and the ability to concisely interpret them to the organization and the broader community. Solid understanding of strategic planning, information management, financial management, budget administration, funding requests, marketing and data analysis. Ability to form coalitions with community stakeholder to reach the appropriate solutions to strengthen the community.

Physical Requirements:

Reaching and manual dexterity are required to write and to operate computers, telephones and various office machines. Normal visual, hearing and oral acuity is required to use the telephone frequently, interact with the public and make presentations before groups. Must be able to lift and carry up to 30 pounds of materials and equipment unassisted. Involves prolonged periods of sitting and some standing during presentations. Must be able to transport oneself to various meetings across Blair County and occasional statewide meetings. Ability to work in a normal office environment, with occasional visits to other settings. Pace can be hectic with multiple demands and changing priorities.

Updated: June 18, 2008