

United Way of Racine County
Job Description: Investor Relations Manager



Position: Investor Relations Manager
Status: Full-time exempt position
Core Function: Investor relationship management/fundraising
Reports to: Investor Relations Director
Direct Reports: None

Primary responsibilities

The Investor Relations Manager's primary responsibilities are administration and maintenance of the donor database, and donor relationship management. This includes database viability, running workplace campaigns in Racine County and soliciting non-workplace campaign revenue for a portfolio of United Way Racine County investors.

Specific duties including but not limited to:

- Database management
 - Administrator of donor database responsible for updates, ensuring accurate data input, monitoring and rollover.
 - Lead yearly United Way Worldwide reporting submission.
 - Collaborate with finance and marketing staff to curate all database reports including but not limited to direct mail, company support list, thank you, donor acknowledgements and donor details.
- Cultivation of investors
 - Increase revenue from account portfolio for the entire county through enhanced workplace campaigns, individual solicitations and events.
- Donor engagement activities
 - Create and enhance donor engagement activities including but not limited to annual volunteer days and corporate volunteer opportunities.
- Investor relations special events
 - Oversee and implement investor relations events including but not limited to campaign kickoff and victory celebration.
- Additional duties as assigned

Competencies

The position must model the competencies expected of all United Way staff:

- **Mission Focused.** Employee's top priority is to create real social change that leads to better lives and healthier communities. This drives employee performance and professional motivations.
- **Relationship Oriented.** Employee understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator.** Employee understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results Driven.** Employee is dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- **Brand Steward.** Employee is a steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

Values

The position must model and support the values of the organization:

- Commitment to Community Success. Make a positive difference and have a measurable impact of enduring consequence.
- Leadership. Provide strong leadership and act as a catalyst for promoting positive change in our community.
- Inclusiveness. Aspire to involve every segment of the community in every aspect of work.
- Integrity and Accountability. Act with integrity that justifies trust.
- Innovation. Value innovation in community building to affect positive change.

Behaviors

To perform the job successfully, an individual should demonstrate the following behaviors:

- Attendance/punctuality. Is consistently at work and on time, ensures work responsibilities are covered when absent and arrives at meetings and appointments on time.
- Relationship Building. Strong relationship building skills and ability to work effectively with United Way donors, volunteers, agencies and community representatives.
- Communication. Excellent verbal and written communication skills, with the ability effectively to communicate in a variety of ways. Strong interpersonal communication skills.
- Ethical. A commitment to professional ethics and ability to handle sensitive and confidential information.
- Teamwork. Ability to interact with internal clients.
- Planning/Organizing. Good organizational skills with an ability to prioritize multiple tasks. Strong project management skills.
- Flexibility. Ability to adjust to unexpected assignments, difficulties, and work deadlines.
- Personable and Professional. Inspires through knowledge, demeanor and uncompromising integrity.
- Analytical. Adept at working with market research, campaign data, calculations and situation assessment in current and potential markets.
- Intelligent. Capacity to understand complex issues adding value in the ongoing development of the community impact agenda.
- Genuine. Strong sense of emotional intelligence and calmness under stress.
- Quality. Demonstrates accuracy and thoroughness.
- Quantity. Meets productivity standards; completes work in timely manner. Works hard, works smart, works fast and gets results.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. The individual must also demonstrate superb written and verbal communication skills, including public speaking. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience

- Bachelor's degree preferred but not required.
- Minimum of two years' experience in database management.
- Minimum of three years' experience in customer service preferred.
- Excellent oral and written communications skills including public speaking.
- Proven organizational ability and willingness to work as part of a team.
- Experience engaging internal and external stakeholders from all demographics.
- Proven capacity to learn information management systems related to data management.
- Valid driver's license and insured vehicle.
- Willingness to work varied hours including evenings and weekends as needed.

Computer Skills

Knowledge of basic computer hardware and software applications including email, Internet and Microsoft Office.

Supervisory Responsibilities

None.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include: close vision, distance vision and ability to adjust focus. While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear.

Benefits and Other Compensation

The Investor Relations Manager salary is \$55,000 plus benefits. United Way offers excellent benefits that include health and dental coverage, vacation and other paid time off, summer hours, remote work options, life insurance, retirement plan with 8% employer contribution, and much more.

United Way of Racine County is an Equal Opportunity Employer. Members of historically marginalized communities including but not limited to women, BIPOC individuals and people from the LGBTQIA+ community are encouraged to apply.

To apply, submit your resume via email with the subject line *Investor Relations Manager* to Kim Hill at khill@unitedwayracine.org. Please no phone calls or mailed applications. This posting will be open until the position is filled.