

Title: President/CEO
Exempt
Reports to: Board of Directors



Purpose of Position: The President/CEO is the leader of the organization, establishing a vision for Community Impact that is achieved through the efforts of a diverse team of high-performing leaders, staff and volunteers alike. They leverage the power of relationships and networks, and work across public, private and corporate sectors to improve conditions in the community. The CEO possesses a high level of broad business and management skills and is effective at generating resources and financial support for the organization. They are dedicated to shared and measurable goals: creating, resourcing, scaling and leveraging strategies for broad investment and impact. The CEO is the brand steward and understands their role in growing and protecting the reputation of United Way. They are responsible for building trust in UWWC and its relevance in the community. The CEO values networking and strives to leverage UWWC's breadth of community presence, relationships and strategy.

Key Responsibilities / Essential Functions

The major responsibilities of this position include, but are not limited to:

Community Impact

- Responsible for the overall impact of UWWC on the community, with particular emphasis on increasing its capacity to drive the impact agenda.
- Serves as the face of the organization when dealing with local governments, business owners, and the local community. Representing with integrity, knowledge of organizational vision, and community social and economic climate.
- Works closely with the board to craft and adapt the strategy to achieve this increased impact, including raising the funds to support it.
- Establish and build relationships with top leaders in the community, including those representing the highest levels in business, government and nonprofit sectors.

Resource Development

- Develop and execute plan of action and achieve revenue goals.
- Use data to analyze results and to plan and direct execution of annual campaign, including timeline, campaign and growth strategies.
- Provides leadership in developing the financial resources to help meet the human service needs of the community.
- Identify, cultivate and solicit prospective donors and key leaders of prospective new corporate partners and enhance relationships with current donors.
- Leverage personal and professional contacts and relationships into fundraising opportunities.
- Oversees all corporate and individual relationships and fundraising strategies.
- Promotes a culture of fundraising in the organization, both at the staff and Board level.

Governance and Strategic Management

- Regularly reports to the Board on the activities of the organization and ensures they are kept informed of matters and developments that warrant their attention.
- Identifies issues and policies that require the action of the Board.
- Serves as the principal resource to the Board of Directors and its key committees and gives strong direction in policy formulation and interpretation.
- Partners with the Board and UWWC professional staff to craft organizational goals and develops strategies to ensure they are achieved.
- Develops board meetings that allow the directors to fulfill their responsibilities, but also provides the opportunity for strategic discussion on organizational imperatives.

- Ensures coordination and alignment of all UWWC activities to strategic direction in the areas of community impact, resource development and staff alignment.
- Works with the Board in the strategic planning process and annual review of the strategic plan.
- Provides vision and strategic insight to the Board for fulfilling the mission of the organization, utilizing input from multiple sources, including external and internal constituents.
- Develops priorities for program activities in a manner that is consistent with the strategic plan and intent of the Board.
- Insures that the Board has access to all information needed to carry out its governance responsibilities, to fully understand issues that impact the service area, trends in philanthropy and other information to support decisions regarding the direction of UWWC.
- Develops effective marketing strategies that position UWWC as a community leader for achieving impact.
- Partners with external organizations to encourage the exchange of information and the building of collaborations.
- Supports an organizational culture of integrity, transparency and service.

Organization Management

- Accountable for building and leading a high-performing team, ensuring all members are aligned and collaborating to achieve organizational results.
- Maintains accountability for the operational and fiscal integrity of the organization with policies set by the Board of Directors.
- Assesses organizational capacity to implement strategies and identify goals.
- Ensures the organization operates within the financial parameters set by the Board; oversees the fiscal oversight for the organization's investments, budgets, and financial reporting.
- Works with the finance team to manage organizational spending, monitors budget compliance, and mitigate financial risks.
- Ensures that UWWC's goals of inclusiveness and diversity among staff and volunteers are met.
- Sets operational policies for the organization and oversees their consistent and proper execution.

Community Leadership

- Advances the mission and image of the organization by serving as the chief representative to all internal and external stakeholders, including the Board, staff, donors, nonprofits, media, government and general public.
- Represents the interests of all human services through advocacy efforts designed to educate corporate and government representatives on community needs.
- Oversees all program activities to ensure they are consistent with UWWC's mission.
- Convenes and leads donor, volunteer, community partner and staff discussions regarding strategic, operational and tactical issues.
- Provides leadership in response to local, state and national disaster/crisis situations.

Qualifications

The President/CEO will have extensive experience in the management of organizations of comparable size and mission. They will possess sufficient expertise on issues relevant to the organization to make well-informed mission related decisions and command the confidence and respect of stakeholders necessary to serve as the leader of the organization.

- Seven years prior experience and demonstrated leadership, follow-through, and success within a nonprofit environment to include fundraising, administration, social services and volunteer management.
- Bachelor's degree required, Graduate degree preferred.
- Knowledge, understanding, acceptance and promotion of United Way's community impact model and fundraising practices and policies preferred.
- Strong planning, interpersonal and communication skills a must.
- Successful track record in diverse fundraising programs preferred.
- Successful track record in management, including financial management, human resources, budgeting, contract administration, and strategic planning preferred.
- Proven ability to network, develop and maintain relationships with community representatives, business executives, foundation officials, donors and the media preferred.
- Proficient with Microsoft Office, strong technical and analytical skills, and ability to plan and manage multiple tasks a plus.
- Must have valid driver's license and provide own transportation. Individuals are required to operate their vehicle observing legal and defensive driving practices.
- Energy and enthusiasm are a must.
- Promote a cooperative spirit within the organization and among its entire constituency.
- Flexibility with schedule. Occasional evening and weekend hours are required.

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.

- Moves about inside the office to attend meetings, access file cabinets, office machinery, etc. Occasionally ascends and descends stairs and moves about outdoors to meet with individuals outside the office
- Frequently operates a computer and other office machinery to compile and retrieve information, etc. to draft and write, to handle paperwork
- Occasionally positions self to reach files, binders, etc. above the head and/or near the floor
- Occasionally must lift and/or move up to 25 pounds
- Constantly uses vision abilities including: close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus
- Frequently exchanges information in person and/or in writing via telephone and computer

Work Environment: *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to work in a typical office setting and is occasionally exposed to outside weather conditions. The noise level in the work environment is usually at average levels.

The information in this job description is designed to indicate the general nature and level of work performed by the employee and does not list all duties of the specific job. This is not a contract for employment. United Way of Washington County, MD is an at-will employer. This job description may be revised by your employer any time.

I have read and understand my job description.

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| Print Name: | |
| Signature: | |
| Date: | |