

TITLE:	Emerging Leaders Director	STATUS:	Full-Time
REPORTS TO:	Chief Strategy Officer	FLSA CLASSIFICATION:	Exempt - Administrative
SUPERVISES:	N/A		

POSITION SUMMARY:

United Way is a leading nonprofit organization in the Quad Cities region. We are committed to making a positive impact in our community by investing in programs that enhance education income, health and promote equity. Our mission is to mobilize people and resources to improve lives and create a community where everyone can access quality education, secure a good job, and enjoy a healthy life.

The Emerging Leaders Director supports and advances the United Way Quad Cities (UWQC) mission of mobilizing people and resources to improve lives by growing engagement and increasing revenue growth for the Emerging Leaders (ELQC) donor network.

Emerging Leaders Quad Cities (ELQC)

Emerging Leaders is a UWQC donor network of young leaders, creatives and philanthropists who work together to solve big community problems, while showcasing the Quad Cities as a dynamic place to build your life, raise your family and grow your career.

As tomorrow’s community leaders and as the most influential generation in America, our QC Emerging Leaders will set the standard for generations to come. An ambitious group of individuals with common goals of growth and giving back, Emerging Leaders hope to motivate and support others to be leaders and succeed.

The Emerging Leader Director is accountable for the following functions:

- **Cultivating meaningful connections** with donors and volunteers.
- **Maintain Routine Communication with Members and Donors:** Regularly update and engage members and donors through personalized emails, newsletters, and social media, ensuring they are informed about the network's activities, events, and impact.
- **Recruit New Members and Raise Funds:** Proactively identify, reach out to, and recruit potential new members for the Emerging Leaders donor network, while also developing and implementing effective fundraising strategies to support the network's goals and initiatives.
- **Creating special events and volunteer opportunities** to increase engagement of Emerging Leaders in conjunction with the Volunteer & Events Manager.

ESSENTIAL JOB FUNCTIONS:

Strategy Development and Implementation

Serve as the staff manager and director for Emerging Leaders (EL), developing and implementing strategies to deepen meaningful connections with donors and volunteers and build QC leadership capacity. Specific activities include:

- Provide strategic direction to the EL committee: plan meetings, recruit new members, and staff events.

- Create/update and manage the work plans.
- Manage EL donor network budget to include the advertising, events and other costs associated with group's management.
- Lead in efforts to achieve measurable goals designed to expand and deepen membership engagement.
- Develop, test, promote and periodically refresh value-added EL membership portfolios.
- Collaborate with other resource development staff in acquiring new members.
- Prepare data-based reports to measure progress and drive future success and develop suggestions to further the effectiveness of the network's activities and strategies.

Strategic Communications

Communicate clearly, regularly and effectively with advisory committee members and all volunteers and investors of EL to raise awareness, demonstrate impact, inspire enthusiasm and a build a sense of community. Specific activities include:

- Prepare and distribute an appropriately branded quarterly e-newsletter for each donor network to enhance communication with member investors, prospects and volunteers, building their relationship with UWQC.
- Coordinate or lead, when appropriate, creation of accurate and branded collateral for EL
- Coordinate and lead regular advisory committee meetings for EL
- Work with the Marketing department to develop/oversee mailings, digital strategies and communications to promote events and solicit annual investments from members, prospects and sponsors.
- Assist with the management of EL social media and provide content to communication team for volunteer profiles, social media posts and blog posts, etc.

Management of Volunteer Projects

Provide guidance and direction for volunteer projects selected by EL advisory committee to support the mission of UWQC.

- Work collaboratively with marketing, community impact and resource development staff to ensure compelling mission-aligned volunteer and event programming.
- Work with Volunteer & Event management staff to develop, define, and implement volunteer opportunities for EL supporters.

Coordination of Engagement Programs & Events

Develop, plan and implement strategic, data-driven, branded, mission-focused EL events/programs that recognize, steward and further cultivate current donors, volunteers and prospects, increasing their engagement with the organization. Specific activities include:

- Plan, and in collaboration with UWQC Volunteer & Events Manager, execute EL events (networking, professional development and volunteer projects) in coordination with volunteer committee to demonstrate and exemplify the mission and community impact of United Way.
- Actively engage donors and prospective donors through events designed to cultivate members and enhance relationships. Provide consistent post-event follow-up to secure commitments or move relationships forward.

ADDITIONAL RESPONSIBILITIES

- Work in conjunction with the Chief Strategy Officer and resource development team, to identify potential donors and solicit donations where appropriate.
- Work closely with the Corporate Engagement team and United Way volunteers to identify companies to target for education on EL and recruitment of new members.

- As assigned, lead other fundraising strategies and support company relationships, including year-round engagement with key leaders and company influencers, assisting contacts in planning and executing employee campaign and managing corporate partner accounts through tracking, updating analyzing and evaluating data.
- Participate in speaking engagements during trainings, company and community events, as needed.

Competencies for all staff:

- Mission-focused
- Relationship oriented
- Collaborator
- Results-Driven
- Brand-Steward

Education/Training: Bachelor’s degree OR an equivalent combination of education and experience.

Experience/Other Requirements:

- Experience in relationship management, fund development, volunteer management, donor cultivation and recognition are a plus.
- Bring an extensive personal network of emerging leaders and demonstrate the capacity to continuously expand and diversify this network through proactive relationship-building efforts.
- Project management skills and ability to balance competing priorities
- Ability to build and manage budgets
- Strong proficiency with Microsoft Office Suite
- Valid Driver’s License, automobile insurance, and reliable transportation required

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. I have read this job description and understand it and have received a copy.

 Employee’s Signature

 Supervisor’s Signature

 Date

 Date

At United Way Quad Cities, we value every background, identity, and experience. We believe that a diverse team, informed by different cultures and perspectives, makes us stronger. We are committed to doing the work and challenging each other to be an organization in which everyone is respected and heard. We commit to providing genuine opportunities for all people to thrive. And we will continue to embed diversity, inclusion, belonging, and equality in everything we do.