



INSPIRE • BUILD • CHANGE

## Job Posting

United Way of Greater Simcoe County has been making a difference in Simcoe County for 50 years by assessing local needs and distributing resources to those most in need. We work hard to ensure that Simcoe County residents will have a strong reliable network of social programs and services now and in the future. Currently we are hiring a full-time 14-month contract during a maternity leave for the position of:

### Campaign Manager

Reporting to the Director of Investor Relations and Resource Development, the Campaign Manager is responsible for the planning, mobilization, and monitoring of the annual United Way Campaign. The Campaign Manager will contribute directly to the success of the annual campaign by winning and maintaining community confidence and by increasing participation in United Way.

*Specific duties and responsibilities include:*

- Develop and implement a strategy and specific, measurable plan for each assigned account in collaboration with the Director of Investor Relations and Resource Development.
- Identify, cultivate, and maintain solid relationships with key accounts.
- Prioritize accounts based on revenue generating potential, develop and implement appropriate strategy to maximize potential.
- Monitor and evaluate both financial and non-financial activities and progress of assigned accounts and make recommendations accordingly.
- Maintain a high-energy environment in which to provide training, guidance and motivation to Employee Campaign Coordinators and their “teams”.
- Assist volunteers with the planning, organization and implementation of any special events, including securing and monitoring raffle and lottery licenses.
- Collect and verify account donations with Employee Campaign Coordinator and deliver to the Financial Administrator.
- Coordinate and deliver workplace orientations, presentations, and Committee Planning sessions where appropriate.
- Prepare CEO packages for CEO visits.
- Attend cabinet meetings
- Accompany and support Account Executives on CEO visits.
- Conduct presentations at company kick-offs with other key speakers.
- Maintain meticulous records and database for all assigned accounts including preparing detailed account analysis for assigned accounts.
- Prepare all materials for workplace campaigns
- Work with the Special Events and Public Relations Manager to ensure appropriate media coverage for workplace campaigns

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136 Bayfield St., Suite 100, Barrie, Ontario L4M 3B1 • tel 705.726.2301 • fax 705.726.4897 •  
[unitedwaysimcoecounty.on.ca](http://unitedwaysimcoecounty.on.ca)



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- Be knowledgeable and work with other United Ways to support centrally coordinated campaigns.
- Orient, train, and manage campaign volunteers as required, including Employee Campaign Coordinators, Canvassers and Campaign Representatives.
- Assist in development and implementation of recognition program.
- Implement strategies to acquire sponsorships and Gifts in Kind to reduce campaign costs.

### *Qualifications:*

- Undergraduate Degree preferred with specialization in resource development, sales, marketing or business administration or relevant degree/diploma from another field. Suitable work experience will be considered.
- A minimum of five year in progressively responsible positions
- Knowledge of United Way fundraising practices, philanthropic best practices, Simcoe County trends and the local corporate landscape
- Demonstrated ability to develop and sustain partnerships
- Experience in project management and planning
- Excellent organizational skills with the ability to meet multiple deadlines
- Strong working knowledge of Word, Excel, Power Point, Access and Outlook
- Solid communication skills, both verbal and written
- Excellent presentation, public speaking and facilitation skills
- A valid driver's license, use of a reliable vehicle to travel throughout Simcoe County

If you are a committed and dynamic individual who is dedicated to excelling in a challenging and rewarding environment, please apply in writing by January 29, 2010 at 4:00 p.m. to:

Leila Verheyen  
Acting Director of Fund Development  
*United Way of Greater Simcoe County*  
136 Bayfield Street, Suite 100,  
Barrie, ON L4M 3B1

Fax (705) 726-4897  
e-mail [cadirector@unitedwaysimcoecounty.on.ca](mailto:cadirector@unitedwaysimcoecounty.on.ca)

***No phone calls please.*** While we thank all those interested in this position, only those who will be interviewed will be contacted. We will be in touch with those candidates demonstrating the best fit for the organization.

Additional information available at [www.unitedwaysimcoecounty.on.ca](http://www.unitedwaysimcoecounty.on.ca)

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