



## DIRECTOR OF MARKET DEVELOPMENT

United Way of Southeast Missouri (UWSEMO) serves as the leader in uniting people and resources to build a stronger and healthier community in the counties of Cape Girardeau, Scott, Perry, and Bollinger. UWSEMO currently invests in nearly 40 nonprofit organizations and programs throughout the region that represent the 3 areas we believe have the greatest impact on success in life: education, income, and health.

United Way of Southeast Missouri seeks a Director of Market Development to help grow our organization, support our network of funded agencies and programs and, most importantly, to strengthen the people of Southeast Missouri.

The Director of Market Development (DMD) will report directly to the Executive Director and:

- Work closely with the Executive Director and Community Relations Manager to identify and nurture relationships with existing donors
- Prepare and execute marketing communications strategy and tactics (emphasis given to LinkedIn) designed to attract new donors and increase engagement with existing stakeholders
- Help to grow donor relations in new industries, workplaces, small businesses, affiliate groups, and under-developed regions of our footprint
- Create and execute programs that have not yet been launched, such as:
  - Creation of affiliate programs for retirees, High Net Worth Individuals, and Leadership Donors
  - Major gifts, endowments and planned gifts
  - Long-term multi-year initiatives
- Develop and execute events and opportunities (both virtual and in-person) to educate and engage current and potential donors, such as Lunch & Learns and Live United Tours
- Conduct research to identify and apply for additional grants and foundations that support our mission, community, and network.

Preferred Qualifications:

- Bachelor's degree or higher
- Excellent communications skills (written and verbal); maturity, good judgment
- 5+ years in resource development, customer relations or marketing communications
- Results-oriented self-starter requiring minimal supervision
- Mastery of MS Office (Word, Excel, Power Point, Outlook) and social media platforms, especially, LinkedIn
- Demonstrated organizational and follow-through skills
- Exceptional networking abilities and interpersonal skills to communicate with a diverse range of individuals
- Ability to make effective and persuasive speeches and presentations to top management, public groups, and/or boards of directors
- Experience developing action and marketing plans, including project review and measurement
- Personal and professional integrity and values consistent with the United Way mission
- Must be eligible to work in the United States

Submit persuasive cover letter and resume demonstrating experience [here](#).