



of Freeborn County, Inc.

United Way of Freeborn County, Inc. Position Description

Title: Executive Director

Reports to: Board of Directors

Position Description: The position of the Executive Director provides leadership and management in carrying out the purpose and policies of the organization as established by the Board of Directors. Effective service to the community is measured by strong relationship and volunteer management, strong resource development, community impact strategies management and sound operations.

Essential Competencies:

- **Mission-Focused:** Able to link donor, volunteer and advocates' aspirations to community needs, strives to accomplish goals, separates own interests from organizational interests.
- **Relationship-Oriented:** Understands what motivates individuals and organizations, values diversity and inclusion, effectively communicates, actively listens to and facilitates diverse input and contributions.
- **Collaborator:** Takes collaborative approach to addressing issues, mobilizes a broad range of resources.
- **Results-Driven:** Focuses on results and can effectively communicate goals and impact, promotes innovation and is willing to take risks, holds oneself accountable and is self-directed.
- **Brand-Steward:** Acts with integrity and strong ethics to foster trust on all levels (personal, market, society), internalizes the meaning and commitment of United Way and consistently acts according to its values and purpose, is accountable and transparent with all stakeholders.

Essential Duties:

Oversight of Organization:

- **Board Strategic Plan:**
 - Assist the Board in developing regular Strategic Plans with goals and timelines outlined
- **Annual Campaign Plan:**
 - Monitor every aspect of the campaign from engaging with workplace and corporate giving, to individuals, online donation options, grants and other donation sources
 - Oversee formation of Campaign strategy and timetable that includes analysis of giving, profiles on key accounts and community economic profile. Adjust strategy to address changing trends in giving, including more online options
 - Monitor trends in historical giving data and problem solve issue areas
 - Creates strategies to adapt to giving trends. Engages with existing donor base to promote giving, and identifies and connects with new potential donation sources.
- **Community Impact/Investment Plan:**
 - Facilitate periodic community assessment to identify specific issues to address
 - Use data to recognize trends and community issue areas to partners and general community

- Monitor the mobilization of community resources and activities through the Community Investment Committee; help volunteers identify and address programmatic concerns
- Identify appropriate boards, task forces, and coalitions and committees that can address community issues.

➤ Brand/Marketing Plan:

- Carry out and update marketing/communications plan with United Way staff and volunteers to include promotion, education and awareness of the United Way and its partner programs

➤ Policies/Procedures:

- Ensure strong awareness/understanding of policies/procedures within United Way organization.
- Administer schedule to update policies, as needed (recommended every 3 years)
- Create new policies to address any questions/clarifications for operations

Relationship Management:

➤ Staff Oversight:

- Provide direction for personnel
- Oversee hire and training of staff

➤ Volunteer Governance:

- Oversee recruiting, training and maintenance of volunteers
- Work with the Board of Directors and Committees to set and accomplish goals
- Provide direction for policies and programs to keep United Way viable and responsive to changing needs

➤ Community Partnerships:

- Build relationships with community organizations and leaders
- Establish and maintain relationships within the United Way network

Financial Management and Organizational Compliance:

- Prepare annual budget with assistance from Finance Committee
- Control expenditures to remain within approved budget
- Oversee and follow fiscal procedures/policies established by Board
- Oversee financial reports (at least quarterly) and provide assessment for Treasurer/Executive Committee
- Oversee internal accounting duties and regularly review/update accounting system and procedures with assistance from Accountant
- Oversee annual audit and ensure appropriate IRS documentation is filed timely and accurately
- Maintain membership requirements with United Way Worldwide and MN Association of UWs
- Oversee Campaign auditing, ensure records match with workplace coordinator reports

Board Approved: 4/24/2019