

**United Way for Greater Austin**  
**Chief Development & Marketing Officer**  
**Department: Executive Office**  
**Regular, Full-time, Exempt**

**Who we are:**

United Way for Greater Austin brings our community together to break economic barriers and build opportunity for all.

We break the cycle of economic inequality - striving to create a vibrant, thriving community. Recognizing the urgency of addressing economic disparity, we focus on increasing the availability of high-quality early care and education and access to pivotal resources to dismantle economic barriers in Central Texas. Our united front includes dedicated donors, volunteers, corporate and civic partners, staff, and an engaged community. Together, we leverage data, coalitions, services, and advocacy to transform Central Texas, responding to urgent needs with lasting, impactful solutions.

**Who we want:**

The Chief Development and Marketing Officer (CDMO) is a strategic and visionary leader with a flexible management style, dedicated to fostering a robust community of supporters for United Way's mission to combat poverty in Austin.

**Who you are:**

- **Strategic Mindset:** Ability to anticipate future trends, pose future scenarios, and develop competitive and breakthrough strategies that connect vision and action to help drive the organization forward effectively.
- **Drives Results:** Strong bottom-line orientation, persistence in accomplishing objectives despite obstacles, and a track record of exceeding goals successfully to emphasize the importance of achieving measurable outcomes.
- **Cultivates Innovation:** Encouragement of diverse thinking to promote and nurture innovation, introducing new ways of problem-solving, and implementing creative solutions.
- **Collaboration:** Ability to work cooperatively with all departments to achieve shared objectives, representing their interests while being fair to others. Collaboration is crucial for the success of marketing and development initiatives.
- **Builds Effective Teams:** Formation of teams with diverse perspectives and experiences, fostering open dialogue and collaboration, and establishing

common objectives and a shared mindset. Effective team-building ensures the successful execution of marketing and development strategies.

### **Responsibilities:**

- Ensure the integrity of Salesforce CRM data management for donation tracking, acknowledgment, and donor contact reports.
- Lead the formulation of actionable strategies for exceeding revenue targets through grants, gifts, donations, and fundraising events.
- Recruit and manage a Development committee comprising volunteer leaders to support fundraising efforts.
- Drive the deployment of digital tools, events, communications, and public relations to increase awareness and engagement with United Way's mission and goals.
- Identify new revenue streams to expand fundraising efforts and collaborate with leadership to cultivate relationships with private foundations and individual donors.
- Work closely with the CEO and Impact leadership to ensure alignment of key messages for fundraising and programmatic outreach.
- Collaborate with the CEO and RD Committee Chair to set revenue goals, manage the RDMC budget, and track monthly revenue projections with the finance team.
- Serve as a member of the organization's Leadership Team, contributing to organizational-wide strategy, operations, evaluation, and success.
- Lead RDMC staff in developing and executing strategies to achieve departmental goals, overseeing a team with four direct reports.
- Engage Board members in fostering a culture of philanthropy, including securing gifts and grants from businesses and foundations.
- Provide training, tools, and mentorship to volunteer leaders and staff on donor assessment, cultivation, solicitation, and strategy.
- Represent the organization at external events as a key leader.

### **What you'll be doing:**

- Support a capital campaign, the first for United Way for Greater Austin, for a new home at an iconic Austin landmark, that will anchor and advance the mission.
- Oversee comprehensive brand, messaging, and marketing strategies that elevate awareness of and investment in United Way's regional goals.
- Lead a consolidated marketing and resource development team to deploy public outreach programs across all channels to all identified audiences.

- Serve as the leader of strategic marketing and communications initiatives to serve institutional and departmental outreach requirements.
- Develop and implement short and long-term revenue growth goals aligned with organizational values and mission.
- Lead a comprehensive outreach and engagement strategy to enhance public awareness and investment in United Way's strategic objectives.
- Drive marketing and resource development initiatives to boost community involvement and funding for United Way's goals.
- Establish objectives and campaigns to promote brand recognition, engage with programs and coalitions, advocate for causes, solicit corporate and workplace contributions, interact with donors and volunteers, and encourage institutional and planned giving.
- Reporting Structure: The CDMO reports to the Chief Executive Officer (CEO) and collaborates closely with the Leadership Team, donors, Board members, community stakeholders, and other essential parties. Additionally, the CDMO works in tandem with the Chief Financial Officer, Controller and Operations leaders, to foster effective cross-departmental partnerships.

### **What you'll bring:**

- Certified Fund Raising Executive (CFRE) certification preferred
- Experience with capital campaigns preferred
- Experience in using Salesforce as a donor management tool
- Bachelor's degree in Business Administration, Public Administration, Non-Profit Management, or related field required; Master's degree preferred.
- Passion for inspiring people, teams, and community engagement with a commitment to diversity, equity, and inclusion.
- 10+ years of progressive non-profit fundraising experience with a successful track record in driving change and expanding donor bases.
- Experience in running workplace, targeted, and capital campaigns, including leading fundraising committees.
- Proven ability to secure major gifts of six figures or more from individuals and institutions.
- Strong strategic planning skills with the ability to transform vision into operational models.
- Proficiency in establishing performance measures, monitoring results, and evaluating fund development effectiveness.
- Excellent interpersonal skills for donor solicitation, cultivation, and stewardship.
- Collaborative, flexible, and service-oriented team player.

- Willingness to work flexible schedules, including evenings and weekends for events and projects.

**What you'll receive:**

- Dynamic and rewarding work environment
- Competitive Compensation: \$125,715 - \$145,000
- Hybrid Work Option
- Employer 403(b) Matching
- Comprehensive Benefits Package including:
  - Employer-Sponsored Health Insurance (for employees)
  - Dental Insurance
  - Vision Insurance
  - Health Savings Account (HSA)
  - Flexible Spending Account (FSA)
  - Flexible Paid Time Off (FPTO)
  - Paid Parental Leave
  - FMLA
  - Employee Assistance Program (EAP)

**This position is located in Austin, Texas, and reports directly to the Chief Executive Officer.**

**Notice:** The job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Management has the right to assign or reassign duties and responsibilities at any time. United Way for Greater Austin is an "at-will" employer.

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