

Position Title: Account Executive

Reports To: Director of Donor Relations

Position Type: Seasonal Contract (Mid-July – Late November)

Purpose of Position

The Account Executive will assist in the successful execution of United Way's annual campaign by managing employee campaigns within assigned business and organizational accounts. This role will focus on driving fundraising efforts and increasing awareness of United Way's impact.

Key Responsibilities

Fundraising

- Develop a thorough understanding of United Way and its partner organizations.
- Analyze assigned accounts, assessing strengths and areas for improvement in their employee campaigns.
- Collaborate with Employee Campaign Coordinators to plan and execute each campaign effectively.
- Deliver presentations to educate potential donors on United Way's mission, using the organization's brand framework.
- Train internal campaign teams in storytelling techniques and effective fundraising strategies.
- Provide campaign materials (pledge cards, brochures, posters, videos, etc.) and support each organization's unique needs.
- Organize United Way Impact Tours and secure speakers to enhance awareness of the organization's services.
- Ensure the timely completion and submission of campaign reports.

Administrative

- Respond to emails and phone calls in a professional, timely manner.
 - Maintain accurate account data and record background notes on each assigned account.
 - Attend Campaign Cabinet meetings, United Way training, and relevant events as requested.
 - Submit campaign-related reports to the Director of Donor Relations promptly.
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Job Requirements

Education & Experience

- Bachelor's Degree preferred (or in progress), with previous sales or customer service experience required.

Skills & Abilities

- Strong public speaking skills, with experience addressing both small and large groups.
- Bilingual in English and Spanish required.
- Excellent professional written and verbal communication skills.
- Proficiency in using fundraising databases, CRM systems, and Microsoft Office 365.
- Capable of managing multiple projects efficiently, prioritizing tasks as needed.
- Demonstrated ability to manage crises and resolve conflicts calmly and effectively.
- Superior customer service, problem-solving, and time management skills.
- Ability to prepare clear reports and business correspondence.
- Ability to make effective presentations and respond to questions from various stakeholders.

Other Requirements

- A passion for community improvement and strengthening lives.
- Proven ability to build and maintain relationships with staff, volunteers, donors, and community partners.
- Ability to maintain confidentiality of sensitive information.
- Must be able to lift and carry up to 50 pounds, walk, climb stairs, and perform fine motor tasks.
- Flexible work schedule with availability for evening and weekend meetings or presentations.
- Local travel required; must possess a valid driver's license, vehicle, and car insurance.
- Must maintain confidentiality of sensitive information.

This position offers the opportunity to make a significant impact on the community, strengthen corporate partnerships, and support the success of United Way of Northwest Georgia.