

**Job Description**  
**United Way of Marshall County**

**EXECUTIVE DIRECTOR**

**Reports To:** United Way Board of Directors/Executive Committee

**SUMMARY:** The position of the Executive Director is to provide leadership and overall 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. The Executive Director adheres to the utmost level of ethical standards of the United Way of Marshall County and does everything to build the reputation of the brand.

The scope of this position is broad, requiring the Executive Director to establish and maintain significant relationships with persons at all levels with the public, private and voluntary sector including corporate chief executives, local governmental leaders, other funding organizations, representatives of other United Way organizations (both local and national), and of key planning organizations and representatives of constituencies. The Executive Director represents the United Way of Marshall County across the community, region and state.

**Essential Competencies and Processes:**

1. Provide Community & Organizational Leadership: measurements include visionary/strategic thinking, problem solving & decision making, team leadership, and talent development/management.
2. Develop Impact Strategies, Resources & Build Relationships: measurements include influence & impact, coalition building, development & investment of resources, volunteer & investor relationship management, political awareness.
3. Demonstrate Business Acumen: measurements include strategic & operational planning, financial management, United Way brand management, HR management, technology management.
4. Model Exemplary Values & Personal Attributes: measurements include achievement orientation, integrity, flexibility, continuous learning & self-mastery, inclusiveness.

**Essential Duties and Responsibilities:** The items below summarize the principal functions of this job and shall not be construed as representing all the work requirements that may be inherent in the job.

- **General Administration:**
  - Recommend policies to the Board and/or assist the Board in formulation of policies for the effective and economical operation of the agency and ensure implementation of policies adopted by the board.
  - Chief administrative responsibility for public accountability of the agency

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- **Fundraising and Resource Development:**
  - Organize campaign structure to carry out all fundraising responsibilities including volunteer training, public relations and public speaking.
  - Monitor every aspect of the annual campaign from recruitment to solicitation to keeping the campaign on target.
  - Act as a resource throughout campaign for volunteer coordination and follow through.
  - Oversee formation of campaign strategy that includes analysis of giving, profiles on key accounts as well as reviewing community economic profile for future resource development.
- **Volunteer Governance:**
  - Help direct and work alongside Campaign Chair and oversee recruiting, training and maintenance of volunteer structure for annual campaign.
  - Work with Allocations Committee Chairman to recruit, train and maintain structure for the Allocations Committee.
  - Work with the Board of Directors in the development of an effective and motivated board, and continued engagement by board members.
- **Financial Management:**
  - Work with the Finance Manager to direct all financial operations of the agency including: preparing annual budget, and preparation of relevant information for annual agency allocations.
  - Maintain stewardship and accountability for financial and facility resources.
- **Community Investment and Agency Relations:**
  - Ensure that a sound community investment allocations process is followed and assist in the disbursement of funds to member agencies subject to the approval of the Board of Directors
  - Work with member agencies to discuss their budgets, problems and goals to ensure United Way funds are used as intended.
  - Enhance the capabilities of affiliated agencies to respond to local community needs and to manage their organizations effectively.
- **Community Relations and Partnerships:**
  - Build relationships with community organizations and leaders
  - Maintain a presence in the community through involvement in local service organizations, agency and community events.
  - Assess community needs and identify appropriate roles for United Way in addressing them.
  - Serve as a community catalyst in addressing the changes of emerging service needs and delivery systems.
- **Staff Oversight:**
  - Responsible for hiring and supervising staff for United Way and 2-1-1/First Call for Help.

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- **Marketing Efforts:**

- Work with Marketing Coordinator, and Board to develop and maintain a plan to include promotion, education and awareness of United Way and its supported programs in the community.

**QUALIFICATION REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education:**

- Bachelor's degree in business, social work, or related fields or equivalent work experience.

- **Experience:**

- Executive management, financial management, community organization, communications ability, administrative experience, marketing, fundraising or equivalent combination of education, work and volunteer experience.
- Previously served in a leadership role, specifically in marketing or nonprofit environment (3-5 years preferred).
- Knowledge and/or experience within the United Way network as staff, board member or volunteer is helpful but not required.
- Preferred knowledge of the Marshall County, AL community.

- **Skills:**

- Leadership, management and organizational skills, and ability to manage multiple tasks.
- Competent computer skills.
- Strong verbal, written and interpersonal skills as well as strong presentation skills and ability to meet deadlines.
- Proven relationship-building skills with businesses and community leaders.
- Strong strategic planning and communication skills.
- Passion for collaboration and community engagement.

- **Physical Demands:**

- Some heavy lifting, travel, early morning and evening meetings required.

**CLASSIFICATION:** This full-time position is classified as salaried, nonexempt. Salary will be commensurate with experience.

*To apply, please submit a cover letter and resume via the United Way website at [www.unitedwaymarshall.org](http://www.unitedwaymarshall.org) . The Hiring Committee will consider applications received by July 11, 2025, as priority.*