



# Assistant Director of Resource Development

United Way of Greater Newark

Newark, NJ (Hybrid)

Salary: \$95,000 - 110,000

## BACKGROUND

### The Organization

Founded in 1923, United Way of Greater Newark's (UWGN) mission is to build strong, inclusive communities where everyone has the chance to thrive. UWGN empowers residents in 14 municipalities across Essex and Hudson counties to live healthier lives with access to quality education and opportunities for economic advancement through its four pillars of Community Resiliency, Financial Stability, Youth Success, and Healthy Community. Through its leadership and partnerships, UWGN serves as a convener, collaborator and investor into strategies that give every individual and family in its footprint the opportunity to thrive.

Building on UWGN's strategic plan and framework, our goal is to build thriving communities for ALICE. ALICE (Asset- Limited, Income Constrained, Employed) is working but not making enough to make ends meet. Through a Thriving Communities Framework, the organization is building and expanding its resources, influences, and impact to support ALICE.

### The Position

UWGN is seeking a passionate, entrepreneurial individual to serve as the Assistant Director of Resource Development (Assistant Director). The Assistant Director will report to and partner with the Senior Director of Resource Development to drive fundraising, donor engagement, and revenue generating activities.

The Assistant Director will be responsible for supporting fundraising strategy implementation, managing a caseload of small- to mid-level donors, leading specific campaigns and events, and supporting affinity group engagement. This is a vital role that will help advance UWGN's mission by helping sustain and grow contributed revenue.

Organizational Budget	Geographic Area Served	No. of Staff
\$3.36M	Essex and Hudson Counties in New Jersey	5 FT

### **Fundraising & Donor Management**

- Manage a portfolio of small and mid-level donors, including cultivation, stewardship, and annual solicitations.
- Execute components of the annual fundraising plan, including mail campaigns, Giving Tuesday, and other digital fundraising efforts.
- Support the development and tracking of fundraising metrics and campaign performance.
- Assist in prospect research and donor database (Bloomerang) maintenance to ensure accurate and timely data entry.

### **Corporate & Workplace Giving**

- Coordinate small to mid-sized workplace giving campaigns, including employee engagement, fundraising logistics, and recognition.
- Support the cultivation of relationships with corporate partners through engagement, volunteerism, and sponsorship opportunities.

### **Affinity Groups & Events**

- Serve as the lead staff liaison for one affinity group (e.g., Women United or Young Professionals United), including engagement planning, recruitment, and events.
- Assist in planning and executing cultivation events and annual fundraisers.
- Represent UWGN at select public events and speaking engagements on a local and regional level, as needed.

### **Marketing & Communications**

- Collaborate with the Events and Marketing Manager to develop fundraising collateral and donor-facing materials.
- Contribute content and stories for newsletters, social media, and donor reports.

## THE IDEAL CANDIDATE

**The ideal candidate for the Assistant Director of Resource Development position possesses the following competencies:**

<b>Communicative</b>	<b>Proactive</b>	<b>Collaborative</b>
Strong written and verbal communication skills.	Self-motivated and able to take initiative on projects and responsibilities.	Able to work well across teams and departments to advance fundraising goals.
<b>Donor-Centered</b>	<b>Detail Oriented</b>	
Passion for building relationships and providing excellent donor experiences.	Strong organizational skills and ability to manage multiple deadlines.	

### Additional Qualifications

- Commitment to and excitement for UWGN's mission.
- At least 3-5 years of experience in nonprofit fundraising, donor relations, or related field.
- A desire to network and build meaningful and trust-based relationships with a wide range of stakeholders and constituents.
- Experience in planning and executing donor events and/or corporate campaigns.
- An excellent storyteller, with the ability to successfully and effectively tell the story of UWGN to an array of stakeholders.
- Fluency with CRM's and best practices around data collection and maintenance.
- Knowledge of, or experience working in, Newark, NJ a plus.

## WHO WE ARE

### Work Environment

UWGN currently operates with a hybrid schedule where team members come into the Newark, NJ office once a week. In addition, attendance at in-person events, donor meetings, and community gatherings is required.

## COMPENSATION AND BENEFITS

### Salary

\$95,000 - \$110,000

### Benefits

UWGN offers health insurance after 90 days of employment. Employees receive 20 PTO days and 8 sick days; in addition, UWGN observes Federal holidays and 'summer Fridays,' and is closed the week of Christmas. Full-time employees are eligible for retirement benefits and are eligible for a 5% match by UWGN.

## TIMELINE AND NEXT STEPS

If you are interested in this position, please [click here](#). All applicants will receive an email confirming receipt of their application.

We encourage candidates of all backgrounds to apply even if you do not meet all of the qualifications outlined above. If you are selected to move forward for an initial screening call, we expect you to hear from us throughout September and October.

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[Submit an application](#)