

The UNITED Way of Northeast Georgia makes positive, sustained, and measurable change through: identifying regional needs; collecting, sharing, and removing barriers to local resources; and building nonprofit capacity.

United Way of Northeast Georgia's office is in Athens, GA and serves a 12-county region including: Banks, Barrow, Clarke, Elbert, Franklin, Greene, Hart, Jackson, Madison, Morgan, Oconee, and Oglethorpe counties.

Position Title: Development Strategist

Position Type: Full Time, salaried

Supervision: This position reports to the President/CEO.

Position Summary

The Development Strategist is responsible for designing and executing a comprehensive fundraising strategy to support United Way of Northeast Georgia's mission across a 12-county region. This role focuses on expanding revenue streams, strengthening donor relationships, and aligning philanthropic investments with community impact priorities, including Early Childhood Success (ages 0–5), Workforce Development (ages 16–24), Basic Needs, 211 programming and the ALICE (Asset Limited, Income Constrained, Employed) initiative.

This position requires a strategic thinker who can translate community needs into compelling funding opportunities and build partnerships that drive sustainable impact.

Key Responsibilities

Fundraising Strategy & Execution

- Develop and implement a multi-year, diversified fundraising strategy, including individual giving, corporate partnerships, grants, and major gifts
- Set and achieve annual revenue goals aligned with organizational priorities
- Identify and pursue new funding opportunities to expand impact across all 12 counties

Donor Engagement & Relationship Management

- Cultivate, solicit, and steward relationships with individual donors, corporate partners, and foundations
- Design and implement donor engagement strategies that deepen commitment and increase giving over time
- Manage a portfolio of major donors and prospects

ALICE Initiative Fund Development

- Lead fundraising efforts specific to ALICE-focused initiatives
- Educate donors and stakeholders about ALICE households and their needs
- Develop targeted campaigns and messaging that resonate with ALICE-related funding priorities in collaboration with Director of Marketing and Community Engagement

Grant Development & Management

- Identify, write, and manage grant proposals and reports
- Collaborate with program staff to align funding requests with measurable outcomes
- Track and report on grant performance and compliance

Campaign Leadership

- Support and enhance annual campaigns, workplace giving, and special fundraising initiatives
- Partner with corporate and community leaders to drive campaign participation
- Innovate new campaign approaches to expand reach and revenue

Community & Stakeholder Engagement

- Represent United Way in the community, building relationships with key stakeholders across the region
- Collaborate with local businesses, government entities, and nonprofit partners
- Serve as a visible ambassador for the organization's mission and impact

Data & Performance Management

- Monitor fundraising metrics and analyze performance to inform strategy
- Maintain accurate donor records and reporting systems
- Use data to identify trends, opportunities, and areas for growth

Qualifications**Education & Experience**

- Bachelor's degree or equivalent experience
- Extensive experience in fund and relationship development
- Proven success in securing major gifts, grants, and corporate partnerships
- Management skills preferred

Skills & Competencies

- Strategic thinking with the ability to execute and deliver results
- Strong relationship-building and communication skills
- Excellent writing and storytelling abilities
- Knowledge of regional philanthropy and community engagement preferred
- Ability to manage multiple priorities across a geographically diverse region

Key Attributes

- Passion for community impact and United Way's mission
- Entrepreneurial mindset with a proactive approach to fundraising
- High level of integrity and professionalism
- Collaborative and adaptable team player

Impact Areas Supported

- **Early Childhood Success (Ages 0–5):** Ensuring children enter school ready to learn
- **Workforce Development (Ages 16–24):** Supporting youth on pathways to employment and self-sufficiency
- **Basic Needs:** Addressing immediate challenges such as housing, food, and health
- **ALICE Initiative:** Advancing financial stability for working households facing economic hardship

Position requires flexible schedule to attend occasional events that may occur in the early mornings, evenings and/or weekends. Candidate will be asked to use personal car for business and must possess valid driver's license. UWNEGA will reimburse for mileage at the prevailing federal mileage rate.

Salary Range: \$55,000-\$65,000

Benefits provided by UWNEGA include:

- Health Insurance
- Dental Insurance
- Vision Insurance
- 403(b) with 3% company match
- 15 paid holidays each year
- Generous vacation benefits

United Way of Northeast Georgia is an equal opportunity employer.

Send cover letter and resume to hr@unitedwaynega.org. Position will remain open until filled.