

**Job Description**  
***United Way of Rutherford and Cannon Counties***

**Job Title:** Regional Director – Bedford, Lincoln, and Coffee Counties  
**Department:** N/A  
**Reports to:** President and CEO  
**Status:** Regular Full-Time Exempt  
**Date Prepared:** May 2023

**POSITION SUMMARY:** The Regional Director supports the mission, goals, values, and philosophy of the United Way of Rutherford and Cannon Counties by exhibiting the following: commitment to excellence, efficiency and effectiveness, flexibility, diplomacy, and accountability. The individual's performance includes superior demonstration of the following professional attributes: ethical leadership, effective communication, teamwork, and job knowledge. The Regional Director works with a collaborative team to develop and implement goals and strategies that support the mission and vision of the United Way.

**PRIMARY DUTIES AND RESPONSIBILITIES:**

- Play a role in the development and execution of short and long-range goals and strategies for United Way
- Promote the mission and vision of the United Way
- Serve as primary staff liaison to the Bedford County Advisory Council
- Develop and maintain strategic partnerships and relationships that support United Way's impact in the community
- Actively fundraise in assigned territories to advance United Way's mission, including workplace giving campaigns, sponsorships, individual giving, etc., meeting/exceeding annual fundraising goals, involving the Resource Development staff as necessary
- Lead events and initiatives such as Stuff the Bus, donor appreciation events, and fundraising events, involving the Resource Development staff as necessary
- Serve as primary relationship manager of grant recipients in assigned territory, involving the Director of Grants and Advocacy as necessary
- Attend community events and participate in community initiatives that align with United Way's mission
- Collaborate with other departments to meet organizational/departmental goals
- Primary duties and responsibilities are not all-inclusive, and employee will be asked to fulfill other duties as required

Division of time among territories: 80% Bedford County, 20% Lincoln and Cannon Counties.

**QUALIFICATIONS:** 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, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION AND EXPERIENCE:**

- Bachelor's degree in education, business, public administration, social work, communications, or related field
- Minimum of five years of experience in a related field

Mission Statement

*The United Way of Rutherford and Cannon Counties improves lives by advancing opportunities for education, health and financial stability for all.*

Vision Statement

*To be the primary community solutions leader for human services.*

**OTHER SKILLS:**

- strong interpersonal and problem-solving skills
- ability to communicate effectively with a diverse range of individuals
- highly developed organizational and planning skills
- highly developed oral and written communication skills
- creative and detail oriented
- organizational leadership, project management, and volunteer management experience
- ability to handle multiple projects and tasks simultaneously
- proficiency in Microsoft Office

**WORK ENVIRONMENT:** Position is in an office setting that involves everyday risks or discomforts that require normal safety precautions. Frequent off-site meetings and events are also a component of this position. This position does require work on some evenings and weekends.

\*The above statements are intended to describe the general nature and level of work being performed by individuals in this position. They are not intended to be an exhaustive list of all duties, responsibilities and skills of personnel so classified.

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President and CEO Signature

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Date Approved

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Employee Signature

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Date

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