

## JOB DESCRIPTION

<b>TITLE</b> Chief Impact Officer		<b>TEAM</b> Executive
<b>GRADE</b>	<b>FLSA</b> Exempt	<b>REPORTS TO</b> President and Chief Executive Officer
<b>DATE</b> 2/23/17		<b>REVISED</b>
<b>EXPECTATION FOR ALL EMPLOYEES:</b> Support the mission, vision and values of United Way of Westchester and Putnam (UWWP). When appropriate, participate in various after hours and weekend activities that benefit UWWP and the community. Due to the leadership role UWWP is called upon to play in the community, it is the expectation that all UWWP staff will be fully engaged in community meetings, events and activities.		
<b>POSITION SUMMARY:</b> The Chief Impact Officer (CIO) is responsible for executing on a single business model and co-creating the strategic directions, investments and culture necessary for UWWP to be a catalyst for long-term social change in the area of Education, Income and Health. Drives the execution of Community Impact and decisions throughout the organization including the branding platform and results that influence stakeholders to Give, Advocate and Volunteer. The CIO takes a long-range view, sees the "big picture" and identify with the wants and needs of UWWP's diverse stakeholders (donors, volunteers, advocates, community partners, news media and others). Utilizes integrated storytelling techniques to tell the UW story, share key messages, engage, and influence key stakeholders in a compelling and influential manner. The CIO will develop long-term goals and objectives, outline overall strategies to achieve the goals and work closely with members of Executive Team to ensure talent (staff and volunteers) are actively engaged and support UWWP goals and objectives.  The CIO is also responsible for assisting the President and CEO of UWWP in creating, communicating, executing, and sustaining strategic investment initiatives. This includes working with members of the Executive Team and integrating collective impact with fundraising strategies to increase revenue through relationship-based approaches that retain and grow our investor base as well as resources under management.  The CIO works closely with the President, Executive Team colleagues, Board, and committees of the Board to ensure alignment between UWWP's practices and its strategic impact objectives, and identifies opportunities to strengthen UWWP's strategic investment alignment.  The CIO is a member of the senior management team and works closely with the other executive team members to support the President by providing senior leadership across the organization, by offering general management counsel, and by working closely with the Board, investors/donors, agency, corporate, public and other community stakeholders including community at large to advance the common good for all.		
<b>PRINCIPAL DUTIES AND RESPONSIBILITIES:</b>		

### Leading and Managing Community Impact

- Has direct responsibility for Community Impact works with the CEO and the Executive Team to manage the design and development of community-oriented, revenue-generating philanthropic products and services.
- In collaboration with CEO and the Executive Team participates in securing resources under management and securing multi-year resources to support and sustain strategies associated with each Community Impact Strategy with primary focus on longer-term commitments by diversified funding sources including but not limited to foundations for strategic community impact initiatives.
- In collaboration with CEO communicates impact stories that would garner favorable coverage, generate content and stories that can be used for communications purposes and fundraising engagement across multi-sectors.
- Responsible for continuous flow of relevant impact data/stories that lead to increased investment and facilitation of public and private capital to improve the quality of life for all in Westchester and Putnam.
- Develop a comprehensive Community Impact plan for the purpose of increasing community awareness and contributions that support community impact initiatives and increase overall giving to UWWP while ensuring departmental compliance with all standards, policies, and practices of United Way Worldwide and UWWP.
- Collaborate with CEO to create and execute a plan to assess the community's needs and use aggregated data to increase investment in community impact initiatives and revenue.
- Supports UWWP public policy agenda and provides input in development thereof.

## **Strategic Planning: Accountable for continuous refinement/monitoring of UWWP's Community Impact Strategies**

- In conjunction with the Executive Team establishes short-, mid- and long range plans for Community Impact initiatives while working with colleagues to ensure agreement on impact strategy decisions to help align the work of all departments within the organization's strategic plan. Engender commitment of all staff in the implementation and understanding of how each person's work relates to the strategic plan.
- Articulate a clear definition of the organization's strategic community impact investments and ensure the characterization is translated into action (funding outcomes that drive meaningful, measurable impact – at the program, community, and systemic level when/where possible).
- Leads and oversees the Community Impact Funding strategy and investments.
- Facilitate the change initiatives required to execute community impact strategy; inclusive of yearly action planning and monthly reports, quarterly executive dashboards and yearly status reports regarding the attainment of the long-term community impact goals.
- In conjunction with the Executive team, directs efforts to promote synergy between UWWP's strategic plan and the activities of community organizations, including agencies, donors, and other community stakeholders.
- Responsible for relevant data collection, analysis, and reporting across organization and externally maintain a pulse on relevant community issues and possible solutions to position UWWP as a thought leader.
- Oversees development of meaningful, year-round key stakeholder engagement opportunities to build understanding, loyalty and affinity for the brand in partnership with CEO.

## **Administrative Operations and Team Management**

- Serve as a member of the Executive Team, which includes participating in policy development and management decisions for the organization, interaction with the Board of Directors, and modeling the core values of the organization.
- Assists the Executive Team in developing an effective talent strategy management team through proper recruitment, development, accountability and coaching.
- Provide on-going support and coaching to direct reports, assisting them in establishing, meeting and or exceeding all set goals, objectives policies and procedures.
- Manages outcomes/indicators development, refinement, implementation, measurement and evaluation.
- Perform any other duties that may be assigned by the President and Chief Executive Officer in the best interest of the organization.

## **QUALIFICATIONS/ SKILLS AND KNOWLEDGE REQUIREMENTS**

### **Experience Requirements:**

Ideal candidate will possess a minimum of 10-15 years of experience in executive leadership role, with board experience with a range of business functions including strategic development and planning, budgeting, operations, business analysis, fundraising and marketing. Incumbent must be mission-focused, relationship-oriented, a collaborator, results-driven, detailed oriented, change resilient, a continuous learner, able to take initiative, and drive investment branding. The ideal candidate must have a broad knowledge of the organization and community, and an ability to guide a consensus change process. Knowledge of issues associated with current strategic plan and community change strategies of United Way is preferred. Is strategic marketing and promotion oriented. Possesses digital, media and tech savvy. Ability to gain others' support for ideas, proposals, and solutions. Ability to understand and work with complex relationships; function well in a volunteer-driven decision making environment; and moderate opposing viewpoints. Possess effective oral and written communication skills as well as presentation skills. Must be; detail-oriented and able to manage multiple priorities. Proficient in the Microsoft suite of products.

### **Education Requirements:**

Bachelor's degree with minimum of 10-15 years' experience in executive leadership role. Candidates with Master's degree in Business, Communications/Marketing, Fundraising or Human Services or other relevant fields will be given a preference.

### **Core Competency Requirements:**

- **Strategic Community Collaborator** - Engages diverse stakeholders to accurately and effectively assess community, needs and with credibility, authenticity and humility strategically guides United Way to contribute to the community's priorities.
- **Critical Thinking and Creative Problem Solving** – Is able to address and manage complex issues to achieve desired results. This includes the ability to gather, interpret and use relevant data to drive strategy development, make decisions and drive for results.

- **Planning and Implementation** – Is a leader and takes initiative in planning and developing initiatives within impact areas to achieve results that drive collective community outcomes.
- **Results-Driven** – Our staff is dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- **Drives Revenue** - Is results driven with a relentless focus on gaining the resources to support United Way's mission and community impact-focused strategic objectives.
- **Effective and Engaging Communicator** – Is an effective and passionate communicator, articulating the United Way message in a way that inspires others to act in service to the organization and the community. Designs, shapes and executes a comprehensive multi-faceted donor and stakeholder communication plan that supports the organization's strategy and objectives, builds relationships with key audiences, and works to position UW as the leader in community impact. Is a masterful UW storyteller who uses multiple platforms to reach diverse audiences in a way that inspires action.
- **Embracing and Managing Change** - Champions and facilitates change to ensure long-term community sustainability. He/she adapts successfully to changing needs while maintaining positive relationships with all constituents, internal and external.
- **Strategic Relationship Building** - Develops and maintains strategic relationships that generate the resources necessary to support United Way's mission.
- **Entrepreneurial and Innovative** - Creatively seeks new opportunities to generate revenue and other resources that add greater value to the organization and the community.
- **Product Management: Taking Impact Products to market** - Ability to brand and promote UW strategy by using the product management process to frame and package "community building strategies" into products appealing and "sellable" to increase engagement and commitment of current and new supporters and donors.
- **Create Brand Experience for Everyone (Individuals, donors, partners)** - bring UW brand to life and enable everyone who interacts with UW to experience the power of our mission. Recognize and act on the needs of external and internal customers.

Send with cover letter, resume and salary requirements (resumes will not be considered without salary requirements) to: Lynn Clifford, VP Operations, 336 Central Park Avenue, WP, NY 10606; fax: 914-328-0912; email: [lclifford@uwwp.org](mailto:lclifford@uwwp.org). E.O.E.