

UNITED WAY OF KENTUCKY JOB DESCRIPTION

Position Title: President

Reports To: Chairman of the Board

Organization:

United Way of Kentucky is a membership association comprised of local United Way organizations in the Commonwealth of Kentucky. Incorporated in 1984, United Way of Kentucky was established exclusively for charitable and educational purposes under Section 501 (c)(3) of the Internal Revenue Code. The specific and primary purposes of the association are to provide assistance to the member United Ways on matters of local and regional importance, to encourage voluntarism in matters affecting the United Ways activities in Kentucky, and to coordinate the state employees annual campaign.

Mission of Organization:

United Way of Kentucky's mission is to enhance the effectiveness of local United Way organizations in caring for people in their communities.

Purpose of the Position:

The President serves as the chief professional officer and administers, coordinates and directs the major aspects of the organization's policies, plan of work and long term goals, as directed by the Board of Directors.

Supervises:

The President supervises an Administrative Assistant and any other personnel that may be employed by the organization.

Key Responsibility Area: Administrative, Management and Planning

To oversee the business and financial assets of the organization and provide leadership for organizational planning.

Keeps the Board of Directors informed of financial status.

Supervises staff and provides for staff development opportunities.

Keeps informed of all aspects of the organization's work and oversees coordination and implementation of all staff work.

Oversees the execution of United Way of Kentucky's responsibility as administrator for the Kentucky Employees Charitable Campaign (KECC).

Interviewing and analyzing information gained from member United Ways to determine their needs.

Determining feasibility of new revenue streams to United Way of Kentucky.

Obtaining support from United Way of America in determining United Way of Kentucky's future direction.

Analyzing data to determine future direction of United Way of Kentucky, necessary staff support and staff skills necessary to fulfill needs of the organization.

Key Responsibility Area: Board of Directors

To support the Chairman of the Board of Directors while working for full involvement of all board members and other community volunteers.

Works with the standing committees of the board, staffing all meetings and providing other support requested.

Maintains records of the Board of Directors (serves as corporate secretary).

Serves as principal professional resource to Board of Directors, Executive Committee and other key committees.

Key Responsibility Area: State Government United Way Campaign (KECC)

To oversee the planning and implementation of United Way of Kentucky's involvement in the Kentucky Employees Charitable Campaign (KECC).

Oversees the execution of United Way of Kentucky's responsibility as administrator for the KECC including: collecting and reporting contributions and seeing that all funds are appropriately paid to designated United Ways, other members of the campaign and other designated non-profits.

Plays a support role in the state government campaign to the existing committee.

As needed, represents member United Ways in discussions with other charity participating members in KECC.

Provides advice and assistance to Marketing/Campaign Coordinator in furnishing staff support to the campaign. This support includes: preparation of campaign materials, recruitment and training of volunteers, reporting on campaign progress and support to both local United Ways and state employees.

Key Responsibility Area: Completion of Long Term Goals

To complete the long-term goals established by the Board of Directors in fulfilling the mission of the organization.

Goal One: To help local United Ways run effective state employee charitable campaigns.

Objectives:

Provide resources to locals on "how-to" run a state campaign.

Increase the involvement of state employees in local campaigns.

Improve communications about the campaign.

Increase the year round presence of United Way of Kentucky in state government.

Goal Two: To provide United Ways with training and technical assistance for the full scope of operations.

Objectives:

- Arrange workshops for local United Way staff and volunteers.
- Provide opportunities that facilitate the exchange of information and ideas.
- Actively include local United Way staff and volunteers in the planning and implementation of events.
- Act as a clearinghouse for resource materials and provide access to resource people.

Goal Three: To provide marketing and communication support to local United Ways to enable them to better communicate the United Way story.

Objectives:

- Provide marketing resources to local United Ways.
- Increase local United Way's knowledge of marketing and campaign techniques.
- Recognize local campaign efforts through presentation of volunteer awards at annual meeting of United Way of Kentucky.
- Increase local United Ways understanding of United Way of Kentucky.

Goal Four: To oversee local United Ways participation and satisfaction in United Way of Kentucky.

Objectives:

- Attend with assigned Board member, local United Way Board meetings to inform locals of United Way of Kentucky efforts.
- Retain existing membership of United Way locals in United Way of Kentucky as full members with participation of time and dues.
- Develop a membership survey instrument to determine overall satisfaction of locals with United Way of Kentucky.
- Facilitate the formation of new United Ways in Kentucky.