
UNITED WAY OF NORTHERN NEW JERSEY

Resource Development Generalist

Organization overview:

[United Way of Northern New Jersey](#) is seeking a Resource Development Generalist to support its work to achieve [racial and economic equity](#) for those individuals and families struggling to make ends meet, including ALICE® (Asset Limited, Income Constrained, Employed) and those in poverty.

Diversity Statement:

[United Way of Northern New Jersey](#) celebrates diversity and believes it makes us stronger. We are committed to creating an inclusive environment where everyone feels valued, respected, and empowered. We actively encourage applications from individuals of all backgrounds, including underrepresented groups. Our goal is to foster a workplace that reflects the rich tapestry of human experiences, perspectives, and talents. Join us as we build a diverse and vibrant team!

United Way of Northern New Jersey is one of 1,800 United Ways around the world. Each United Way is an independent entity that serves a specific community. This United Way is unlike any other in the country, running both a national research organization called [United For ALICE](#) as well as serving community needs across a five-county region including Morris, Somerset, Suburban Essex, Sussex, and Warren counties.

The funds raised by this United Way are invested in unbiased data insights, innovative solutions, and on-the-ground impact to address financial hardship, improving life for ALICE and all.

Department: Resource Development

Reports to: Senior Vice President, Resource Development

Broad Function/Purpose:

The Resource Development Generalist will primarily assist in the development and implementation of targeted and robust communication, solicitation and stewardship plans to manage and grow donor relationships and to support all activities associated with the growth and expansion of our Individual Giving and Major Gifts fundraising initiatives. The generalist will personally manage a portfolio of prospects to achieve annual goals and to help build a pipeline for sustainable growth. The generalist will also provide assistance to the Resource Development team in the execution of fundraising events and other activities.



[UnitedWayNNJ.org](#) | [@UnitedWayNNJ](#)

This job is intended to provide a summary of the broad functional and primary responsibilities of the position. It is not all inclusive. It is subject to change including new responsibilities, removal of responsibilities, changes in reporting relationship, and other revision at management's sole discretion at any time.



United Way
of Northern New Jersey

Primary Responsibilities:

- Strong interpersonal skills and the ability to work effectively with all donors, volunteers, staff and other stakeholders with tact, diplomacy, and utmost sensitivity around confidentiality.
- Knowledge of donor relationship cycle and principles of moves management.
- Experience in assisting with various fundraising activities including direct mail support, special events, digital fundraising, etc.
- Ability to effectively coordinate multiple projects, deadlines and priorities.
- Experience using research best practices, tools and search engines for prospect identification and development.
- Experience with prospect clearance and the donor relationship cycle.
- Exceptional written and verbal communication skills.

Priority Tasks:

- Coordinate and assist in all activities related to individual fundraising.
- Assist in research of donors and prospects using iWave and other prospect research tools.
- Serve as a member of the cross-functional team that will define the Stewardship Matrix and build the Donor Service Model.
- Prepare briefing notes, profiles, and call packages for prospects and donors.
- Assist in development and execution of prospect and donor cultivation, stewardship and loyal contributor events as well as other major fundraising and friend-raising events.
- Identify and develop strategies to cultivate relationships with key individual donors in order to grow and deepen relationships with numerous stakeholders in the community.
- Use Raiser's Edge NXT to maintain and monitor prospect and donor information and activities, and to enable accurate data-driven measurement and reporting.
- Implement donor stewardship activities to develop, deepen, retain, nurture and maintain a portfolio of individual donors.
- Ensure regular communications and adherence to reporting timelines with donors.
- Serve as the Resource Development Department liaison and collaborate with Finance and Digital departments, to ensure diligent reporting and tracking of donations and proper allocations of donations.
- Develop letters of interest, grant applications, proposals, award applications.
- Maintain an understanding of cross-functional team dynamics along with the ability to facilitate effective interactions by working collaboratively with representatives from different departments.

Requirements:

- Minimum 3 years fund development experience; major gifts fundraising experience is preferred.
- Excellent organizational and time management skills.
- Strong communication and interpersonal abilities.
- High computer literacy with ability to navigate Microsoft Office, Raiser's Edge NXT, iWave research database and Monday.com preferred.
- Discretion and confidentiality are essential.
- An understanding of cross-functional team dynamics along with the ability to facilitate effective interactions by working collaboratively with representatives from different departments.
- A team player who displays initiative and is results oriented.



UnitedWayNNJ.org | @UnitedWayNNJ

This job is intended to provide a summary of the broad functional and primary responsibilities of the position. It is not all inclusive. It is subject to change including new responsibilities, removal of responsibilities, changes in reporting relationship, and other revision at management's sole discretion at any time.



United Way
of Northern New Jersey

-
- Flexibility to work occasional evenings and weekends or as needed.
 - Must have reliable transportation to and from work, events, meetings and other business-related activities.

Job Type:

- Full time: 35 hours per week

Compensation:

- \$50,000 to \$60,000 salary range
- Benefits: Health, Vision, Dental, 401k, Paid Holidays and Paid Time Off (PTO)

Work Environment:

- This job function uses standard office equipment, such as computers, phones, printer and photocopiers
- Hybrid: with regular in person office meetings with staff, board, volunteers, vendors and donors

Submit résumé and cover letter to:

Email cover letter and resume to George.Xuereb@UnitedWayNNJ.org

Equal Opportunity Policy:

United Way of Northern New Jersey provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.



UnitedWayNNJ.org | [@UnitedWayNNJ](https://www.instagram.com/UnitedWayNNJ)

This job is intended to provide a summary of the broad functional and primary responsibilities of the position. It is not all inclusive. It is subject to change including new responsibilities, removal of responsibilities, changes in reporting relationship, and other revision at management's sole discretion at any time.



United Way
of Northern New Jersey