



POSITION DESCRIPTION

Position Title: Campaign Manager

Supervisor: Chief Development Officer

Classification: Full-time Exempt

Wage: \$47,000 - \$57,000 (depending on experience)

Send resume to: Resume@UnitedWayLee.org

Deadline for Applications: April 10, 2026

ABOUT UNITED WAY OF LEE, HENDRY, and GLADES

United Way of Lee, Hendry, and Glades (UWLHG) is a volunteer driven organization dedicated to improving the quality of life for all people in our community. This is accomplished through fundraising, fund distribution (90+ partners), community building, volunteer advancement, and information and referral. UWLHG is a \$20 million nonprofit social services organization, with 75+ employees in nine locations with the main campus located at 7273 Concourse Drive, Fort Myers, FL. Most of the funding is from private donations although UWLHG also receives local, state, and federal grants.

Job Summary:

The Campaign Manager develops, manages, and grows successful fundraising campaigns with corporate and community partners. This role works closely with donors, volunteers, and internal teams to boost engagement, expand participation, and meet annual fundraising goals. This is a full-time position. The days and hours of work are typically Monday through Friday, 8:00 AM to 5:00 PM. Note: Attendance at fundraising activities, networking opportunities, and work-related events, including some evenings and weekends is required.

Key Responsibilities/Essential Functions:

Campaign Planning & Execution

- Plan and manage annual workplace and community fundraising campaigns.
- Support Employee Campaign Coordinators with training, materials, and ongoing guidance.
- Organize and facilitate campaign events, kickoffs, and fundraising activities.

Relationship Management

- Serve as the primary contact for assigned workplace and community accounts.
- Build and maintain strong relationships with donors, volunteers, and business partners.
- Recruit, train, and motivate campaign volunteers and committees.
- Success in this role requires the ability to collaborate effectively with a team

Fundraising & Donor Engagement

- Present United Way's mission and impact to diverse audiences.
- Identify opportunities for increased giving, including leadership and cause-fundraising.

- Monitor campaign progress and communicate results to partners and leadership.

Communications

- Confident and professional communication including telephone etiquette and written correspondence.
- Collaborate on the creation of campaign materials, stories of impact, and promotional content.
- Support communication efforts through presentations, email updates, and social media.
- Ensure brand and messaging consistency across all campaign activities.

Data & Reporting

- Maintain accurate records and account notes within CRM systems.
- Prepare reports, analyze campaign performance, and recommend improvements.
- Assist in year-end evaluations and future planning.

Other Duties:

Please note, this job description is not designed to cover or contain a comprehensive list of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Education & Experience

- Bachelor's degree in business management, communications or related field (preferred). May substitute for work experience.
- Experience in fundraising, account management, sales, volunteer coordination, or community engagement.
- Nonprofit or United Way experience is a plus.

Skills & Competencies

- Strong relationship-building and communication skills.
- Confident presenter with excellent public speaking abilities.
- Highly organized with strong project management skills.
- Proficient with Microsoft Office; experience with CRM systems is helpful.
- Ability to work occasional evenings or weekends during peak campaign seasons.

Direct Reports: None

Physical Requirements & Working Conditions/Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to

enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit, talk, and/or hear. The employee is frequently required to use finger and hand motion and occasionally to stand, walk, and reach with hands and arms. The employee must frequently lift and/or move up to thirty pounds and occasionally lift and/or move up to forty pounds. There may be additional physical requirements associated with department meetings/events. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus. Requires talking, hearing, and visual acuity sufficient to perform these major functions. Occasionally, the work of this position is spent at offsite meetings, or event locations within Lee, Hendry, or Glades County.

Licenses: Valid Florida Driver's License.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. This job operates in a professional office environment, including occasional off-site venues, and outside event areas in various weather conditions. This role routinely uses standard office equipment such as computers, phones, and photocopiers.

United Way is an equal employment opportunity employer and does not discriminate against any person because of race, color, creed, religion, sex, national origin, disability age, genetic information or any other characteristic protected by law. This nondiscrimination policy extends to all terms, conditions, participation in all company-sponsored activities, and all employment actions. United Way will make reasonable accommodations for qualified individuals with known disabilities unless doing so would result in undue hardship.

Terms of employment are subject to satisfactory negative drug testing as part of our drug-free workplace program. Level II background screening will be conducted because of the nature of the position. Applicants may be asked to take an online skill assessment.

Additional Information:

- You will be part of a diverse staff of smart, passionate, and enthusiastic team members and volunteers.
- Experience our high-performance culture that is engaged in exciting and challenging work.
- Apply your knowledge and skills to help solve the community's toughest problems.
- UWLHG offers competitive pay commensurate with demonstrated successful performance and experience.
- Benefits include paid Health and Dental Insurance for employees, 401 (k) Retirement Plan, paid Holidays, and Monthly Accrued Vacation and Sick Leave.