

Community Hub Campaign Project Manager

If you are an organized, relationship-driven fundraising professional with a passion for equity-centered philanthropy and a proven ability to execute ambitious initiatives from vision to completion, then United Way of Asheville and Buncombe County (UWABC) is where you want to be. The Community Hub Campaign Project Manager is part of the Resource Development team and works directly with the Vice President of Resource Development, President and CEO, board members, and campaign volunteers to plan and implement a successful capital campaign.

This position is tied to the duration of the Community Hub Campaign and is expected to conclude upon the successful close of the campaign possibly in 2028 or beyond. This campaign is about more than bricks and mortar. It's about building a shared home where nonprofits can work side by side and serve more effectively. It's also about readiness - creating a space where partners can coordinate quickly when emergencies arise.

Position responsible for overseeing the end-to-end lifecycle of UWABC's Community Hub Campaign. This individual serves as both fundraiser and project manager dedicated exclusively to the campaign, managing all solicitation phases—from quiet phase leadership gifts through the public phase—alongside prospect research, committee coordination, event logistics, donor communications, and campaign reporting.

Key Responsibilities

Strategic Campaign Management

- Collaborate with the VP of Resource Development, and the President and CEO to implement campaign strategy, establish solicitation priorities, and track progress toward the multi-million dollar goal.
- Maintain the campaign calendar, track progress against milestones, and ensure the campaign stays on schedule through all phases.
- Develop and execute targeted cultivation plans and solicitation strategies across gift levels, from leadership gifts to community contributions.
- Manage the campaign budget.
- Manage a Moves Management pipeline of campaign prospects in collaboration with the VP of Resource Development, President & CEO, Director of Major Gifts, board members, and other volunteers.

Committee & Volunteer Coordination

- Organize, train, and support Community Hub Campaign Committee volunteers and manage meetings, including agenda preparation, materials development, and action item tracking.
- Assign tasks to committee members and volunteers; coordinate their cultivation, solicitation, and follow-up activity.
- Collaborate with the Board of Directors, President and CEO, VP of Resource Development, and Director of Major Gifts to develop and support their efforts in cultivating, soliciting, and stewarding high-capacity prospects and donors.

Fundraising & Donor Stewardship

- Conduct prospect research and maintain accurate, up-to-date records of cultivation status, solicitation stage, and stewardship activity in the CRM.

- Coordinate with the Associate Director of Grants to write detailed proposals and identify matching gift opportunities for both public and private grants for Capital funding.
- With the support of outside consultants, UWABC staff and volunteers, lead an effort to secure project funding from New Market Tax Credits
- Prepare personalized briefing documents, proposals, and case materials for staff, board members, and volunteers ahead of donor meetings.
- Oversee gift acknowledgments and donor recognition in accordance with UWABC brand standards and campaign timelines.

Communications & Event Logistics

- Coordinate campaign publications and donor communications, including case materials, collateral, campaign updates, and impact reports, in partnership with Marketing and Communications team and other staff.
- Plan, execute, and follow up on campaign cultivation and stewardship events.
- Ensure consistency of voice and messaging across all donor-facing materials and channels.

Data, Reporting & Cross-Departmental Collaboration

- Maintain accurate donor data in the CRM (Salesforce); prepare regular progress reports and KPI updates for the VP of Resource Development, President and CEO, and the Community Hub Campaign Committee.
- Partner with Development staff to ensure campaign strategies are implemented in concert with and complementary to existing annual fundraising efforts.
- Work within and across departments to address time-sensitive priorities and support campaign activity.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are associated with the position. Duties, responsibilities and activities may change or new ones may be assigned at any time with or without notice.

Minimum Requirements

- Bachelor's degree in nonprofit management, communications, public administration, or a related field; or an equivalent combination of education and experience
- 5 or more years of nonprofit development experience, specifically with capital campaigns, major gifts, and/or large project management
- Demonstrated experience managing complex fundraising initiatives, including prospect research, donor proposals, and volunteer coordination
- Ability to manage multiple projects under tight deadlines in a fast-paced environment
- Ability to work a flexible schedule, including evenings and weekends as needed
- Commitment to UWABC's guiding principles and ability to model those principles

Technical Skills, Abilities, and Other Requirements

- Proficient with computers and software, including Google Suite and/or Microsoft Office; experience with Salesforce or a comparable CRM required
- Ability to learn and use a variety of software platforms, including project management tools (e.g., Asana)
- Prior experience working on a capital campaign
- Advanced writing skills with high standards for accuracy, presentation, and donor-facing materials
- Strong organizational and project management skills with the ability to prioritize competing demands and meet deadlines

- Demonstrated ability to build and maintain relationships with donors, volunteers, board members, and community partners
- Demonstrated respect for diversity, equity, and inclusiveness in interactions with current and potential donors
- Excellent interpersonal skills with the ability to handle sensitive situations with tact, professionalism, and discretion
- Ability to maintain a high level of confidentiality

Nice to Have

- Prior experience working within a United Way
- Familiarity with prospect research tools (e.g., iWave, DonorSearch)
- Knowledge of planned and blended gift fundraising, including DAFs, IRAs, will bequests, and other deferred giving vehicles
- CFRE credential

Work Environment

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals who are differently abled to perform the essential functions.

While performing duties of this position, the employee is regularly required to:

- Sit, stand, walk, reach with hands and arms
- Talk and hear
- Use finger and hand motion, including keyboarding
- Use close and distance vision, depth perception, and adjust focus
- Moderate stress level caused by tight deadlines
- Use a computer for extended periods
- Frequent work in the community
- Occasional work outside of normal business hours
- Drive a vehicle within the region
- Lift up to 20 lbs.
- Moderate office noise level

This position is exempt from overtime regulations. This position is based in our office in Asheville, NC for at least 70% of the schedule. After an orientation period and if the work allows, this position may choose to work remotely for up to 30% of the schedule.

Reports To: Vice President of Resource Development

Supervises: 0

Hours: 40/week

Hiring Range and Benefits : \$62,500-\$78,000 annually plus full benefits, including paid vacation, sick and personal leave; employer contributions to 401(k), contributions to health, dental, and vision insurance benefits and self-care fund, life and disability insurance, and coaching and support

United Way of Asheville and Buncombe County is an equal employment opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.