THE OPPORTUNITY

United Way Greater Richmond and Petersburg is seeking a strategic, relationship-centered fundraising leader to serve as Vice President of Development. This role leads the day-to-day execution of United Way's fundraising strategy, translating organizational priorities into disciplined fundraising plans, portfolio strategies, donor and volunteer engagement activities, and revenue-generating initiatives that increase philanthropic investment and advance community impact.

As a senior leader within the Advancement team, the Vice President reports to the Chief Advancement Officer and works closely with the CEO, staff leaders, Board members, volunteers, and community partners to grow and diversify the resources that fuel regional impact.

This is a role for someone who is equally comfortable leading people and raising money. The Vice President will manage a designated portfolio while strengthening team accountability, donor engagement, portfolio management, pipeline practices, revenue forecasting, and fundraising execution. The role connects annual campaigns, workplace and business relationships, individual and major giving, institutional funding, sponsorships, planned giving, and stewardship into a coordinated fundraising approach.

ABOUT YOU

You are an experienced development leader who can see the big picture and build the practical systems required to deliver results. You establish clear goals, coach teams with purpose, communicate openly, and use data to make sound decisions.

You know how to qualify, cultivate, solicit, and steward donors; develop meaningful donor engagement plans; manage a healthy pipeline; and connect donor interests with community needs and measurable impact. You bring sound judgment, strong relationship skills, financial awareness, and the confidence to represent United Way with donors, business and philanthropic partners, Board members, volunteers, and community leaders.

You are also a collaborative leader who understands that sustainable revenue growth requires coordination across fundraising, engagement, donor operations, marketing and communications, and executive leadership.

QUALIFICATIONS

- Bachelor's degree required. CFRE or an equivalent fundraising certification preferred.
- Ten or more years of progressive experience in fundraising, development, business development, nonprofit revenue leadership, or a closely related field.

- Demonstrated success leading multiple fundraising channels and translating organizational priorities into actionable fundraising strategies.
- Demonstrated success securing significant gifts and growing individual, corporate, workplace, or institutional revenue.
- Experience managing staff, fundraising portfolios, goals, priorities, and performance expectations.
- Strong major gifts and relationship-management experience, including donor qualification, cultivation, solicitation, and stewardship.
- Experience with portfolio management, fundraising pipelines, donor engagement planning, revenue forecasting, and performance reporting.
- Experience using donor databases, fundraising analytics, and reporting tools to strengthen fundraising performance and accountability.
- Exceptional written, verbal, presentation, and relationship-building skills.
- Ability to manage multiple priorities while maintaining strategic focus, sound judgment, and appropriate discretion.
- Commitment to community impact and United Way's mission and values.
- Experience in a mission-driven organization and knowledge of the Greater Richmond and Petersburg philanthropic community preferred.

WHY UNITED WAY

This is an opportunity to help shape the future of philanthropy and community impact across the Greater Richmond and Petersburg region. At United Way Greater Richmond and Petersburg, we bring people, organizations, and resources together to address our region's most pressing challenges and create pathways to opportunity.

Together, we are helping more children succeed in school, more families achieve financial stability, and more neighbors access the support they need to thrive. The Vice President of Development will play an essential role in building the relationships and generating the resources that make this work possible.

Our work is grounded in our values of **humanity, trust, impact, innovation, collaboration, and excellence**. We seek a leader who will demonstrate these values through respectful engagement, transparent and accountable practices, effective cross-team collaboration, and a commitment to high-quality, community-centered outcomes.

HOW TO APPLY

Salary: $95,000–$120,000 with a robust employee benefits package.
Status: Open until filled

Please submit a cover letter, résumé, and salary requirements to Human Resources at jobs@yourunitedway.org.

United Way Greater Richmond and Petersburg is an Equal Opportunity Employer.

A Note to Potential Candidates

Research shows that women, LGBTQ+ identified people, Black, Indigenous, and other people of color (BIPOC) tend to apply to jobs only if they meet every single requirement listed. We are committed to building a diverse and inclusive organization, and we strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described.