

President & Chief Executive Officer (CEO)

United Way of Marion County
Revision Date: December 2025

PURPOSE OF POSITION

To provide professional leadership and strategic direction to United Way of Marion County by organizing, developing, and leading a dynamic and effective network of voluntary and publicly supported human care services. The President & CEO is responsible for mobilizing resources through a comprehensive, community-wide fundraising and resource development strategy, including annual campaigns, major gifts, endowment growth, and targeted grants, to support high-impact services and initiatives.

The scope of this position is broad and highly visible, requiring the ability to build, cultivate, and sustain strong relationships across the public, private, and volunteer sectors. Key stakeholders include business and corporate leaders, local and regional government officials, nonprofit and community partners, representatives of local and national United Way organizations, planning bodies, funders, and volunteers. The President & CEO serves as a trusted convener and ambassador for United Way of Marion County, advancing collaboration and driving measurable community impact.

DUTIES AND RESPONSIBILITIES

Serve as the principal professional resource to the Board of Directors, Officers, and key volunteer committees, supporting them in matters of policy development, interpretation, and oversight of implementation.

Partner with the Board of Directors to establish and advance the organization's vision, mission, strategic direction, and organizational workplan, while maintaining appropriate operational authority.

Ensure high-quality engagement and service for United Way's key stakeholders, including donors, volunteers, community partners, and funded agencies.

Ensure the quality, continuity, and effectiveness of volunteer leadership through intentional cultivation, recruitment, development, and motivation of community leaders.

Cultivate and maintain strong collaborative relationships among public, private, and voluntary sectors to plan for, fund, and implement effective solutions that address community needs.

Recruit, develop, and retain a competent, mission-driven staff capable of carrying out defined roles and organizational priorities.

Provide leadership and oversight for professional staff in the following functional areas:

Resource Development

- Plan, organize, implement, and evaluate comprehensive fundraising strategies, including the Annual Campaign, major gifts, endowment growth, grants, and other revenue streams
- Drive measurable results in resource development, including revenue growth and donor engagement
- Personally cultivate, solicit, and steward major and transformational donors and corporate partners
- Leverage personal and professional relationships to expand fundraising opportunities
- Build and lead high-performing teams aligned around shared goals and outcomes
- Promote and model a strong culture of philanthropy at both the staff and Board levels

Fund Distribution

- Oversee a fund distribution system that is inclusive, transparent, and representative of diverse community constituencies
- Ensure funds are allocated based on assessed community needs, strategic priorities, and outcome-based measures
- Maintain fairness, accountability, and trust in all community investment processes

Public Relations & Marketing

- Enhance public awareness, understanding, and support of community human service needs and United Way's role in addressing them
- Lead the development and execution of marketing, communications, and outreach strategies aligned with community perceptions and priorities
- Serve as the primary public spokesperson for United Way of Marion County, including speaking at major events, public meetings, media engagements, and community forums
- Oversee public-facing communication across traditional, digital, and social media platforms

Community Planning & Impact

- Assess community human service needs and identify appropriate roles for United Way in addressing those needs
- Serve as a community catalyst by convening partners to address changing community challenges, service delivery systems, and population trends
- Maintain accountability for the overall impact of United Way of Marion County, with an emphasis on measurable outcomes and long-term improvement
- Work closely with the Board to develop and implement strategies that advance the organization's community impact agenda, including fundraising to support those strategies
- Build and sustain strong relationships with key leaders across business, government, education, and nonprofit sectors

Volunteer Management & Development

- Identify and implement strategies that effectively engage volunteers at all levels
- Recognize, develop, and maximize volunteer contributions by aligning skills and experience with organizational needs
- Cultivate new sources of volunteers to support United Way's mission and initiatives

Financial Management

- Oversee all financial operations to ensure transparency, integrity, and sound fiscal stewardship
- Manage and account for financial and capital resources, including operating budgets, investments, endowment funds, campaign collections, and disbursements
- Ensure compliance with financial, regulatory, and reporting requirements
- Lead audit processes as required by the IRS, grant funders, and other regulatory agencies

Administration & Organizational Leadership

- Develop and maintain effective, integrated support systems, including technology, staff and volunteer training, procurement, personnel, and facilities management
- Maintain accountability for operational and fiscal integrity within policies established by the Board
- Assess organizational capacity and identify gaps in systems, staffing, and infrastructure
- Directly supervise senior leadership positions and establish clear performance expectations
- Work closely with the Vice President of Finance to monitor budgets, ensure compliance, and mitigate financial risks
- Ensure United Way of Marion County operates as an inclusive organization that reflects the communities it serves and values diversity among staff and volunteers

CORE COMPETENCIES

- Mission Focused
- Relationship Oriented
- Collaborative Leader
- Results Driven
- Brand Steward
- Visionary
- Team Builder
- Business Acumen
- Network Oriented
- Change Leader
- Community & Political Savvy

EDUCATION AND EXPERIENCE REQUIREMENTS

Education

Bachelor's degree required, or an equivalent combination of education, training, and professional experience.

Experience

- Minimum of five (5) years of organizational management experience with progressively increasing responsibility, preferably in a nonprofit, United Way, or community-based organization; alternative leadership experience may be considered
- Demonstrated success in fundraising, including donor cultivation, solicitation, and stewardship
- Proven ability to address community challenges through collaboration and strategic problem-solving
- Strong communication and public speaking skills
- Demonstrated competence in financial oversight and effective partnership with a governing board
- Experience leading teams and fostering a positive organizational culture

PHYSICAL REQUIREMENTS

The physical demands described are representative of those required to perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

WORK ENVIRONMENT & SPECIAL REQUIREMENTS

Works primarily in an office environment with regular community engagement, meetings, and events.

Valid Florida Driver's License with an acceptable driving record.

Subject to drug screening, background and records checks, and fingerprinting as required by external agreements.

Ability to work a flexible schedule, including evenings and weekends as needed.

EMPLOYMENT STATEMENT

This job description does not create an employment contract, expressed or implied, other than an at-will employment relationship. Duties and responsibilities may change as organizational needs evolve.