



Executive Director Job Description

United Way of Baldwin County (UWBC)

Location: Baldwin County, Alabama

Position Type: Full-Time, Exempt

Reports to: Board of Directors

About United Way of Baldwin County

United Way of Baldwin County (UWBC) is a collaborative community leader working with health and human service agencies to build, grow, and enhance the well-being of Baldwin County residents. UWBC focuses on creating lasting change in the areas of health, education, and financial stability through strategic partnerships and locally driven solutions.

Position Overview

The Executive Director (ED) is the chief executive and administrative leader of United Way of Baldwin County. The ED is responsible for overall organizational leadership, including day-to-day operations, community impact, financial sustainability, staff and volunteer leadership, and external relations.

Working closely with the Board of Directors, the Executive Director provides strategic vision, supports effective governance, and ensures accountability for organizational performance. The ED also serves as the primary public ambassador for UWBC, strengthening partnerships, advancing fundraising efforts, and stewarding the organization's reputation throughout the community.

Key Responsibilities

Community Impact

- Lead UWBC's efforts to drive measurable community change
- Partner with the Board to establish and advance impact strategies
- Build and maintain strong relationships across business, government, nonprofit, and philanthropic sectors

Resource Development

- Lead fundraising efforts with individual, corporate, and foundation donors
- Expand revenue opportunities through strategic relationships
- Foster a culture of fundraising among staff and Board members

Organizational Leadership

- Serve as the principal staff resource to the Board of Directors
- Collaborate with the Board on strategic planning and goal setting
- Ensure operational excellence, program alignment, and fiscal integrity

Financial Management

- Monitor financial performance and long-term sustainability
- Ensure strong financial systems, reporting, and internal controls
- Use financial data to inform strategic and operational decisions

Staff & Operations

- Oversee staff development, evaluation, and retention
- Foster a positive, inclusive, and high-performing organizational culture

Communications & Visibility

- Serve as UWBC's chief ambassador and brand steward
- Oversee marketing, communications, and public relations efforts
- Maintain a visible and engaged presence throughout Baldwin County

Supervisory Oversight

- Finance and Program Director

Core Competencies

- Mission-driven and community-focused
- Relationship-oriented and collaborative
- Results-driven and accountable
- Visionary leadership with strong business acumen
- Effective team builder and brand steward

Qualifications

Required

- Bachelor's degree in nonprofit management, business, public administration, or a related field (or equivalent experience)
- Minimum of 7 years of senior nonprofit leadership experience
- Proven success in strategic leadership, fundraising, and financial oversight
- Experience working with boards of directors
- Strong leadership, communication, and interpersonal skills
- Knowledge of nonprofit operations (HR, finance, compliance, IT)
- Understanding of local community needs and opportunities

Preferred (Not Required)

- Master's degree in public administration, nonprofit management, or related field

Technical & Other Requirements

- Proficiency with Microsoft Office and Windows-based systems
- Experience with donor management systems and CRM platforms preferred
- Strong organizational and time-management skills
- Valid driver's license and reliable transportation

Salary Range

- \$75,000 – \$85,000 annually, based on experience

How to Apply

Interested candidates should submit a resume via email to: uwbc.resumes@gmail.com

Application Deadline:

Resumes must be received no later than **9 a.m. on Monday, February 9.**

Late submissions will not be accepted.

United Way of Baldwin County is an Equal Opportunity Employer.