

**LIVE UNITED**



United Way  
of Central Washington

**UNITED WAY OF CENTRAL WASHINGTON  
POSITION DESCRIPTION**

Position title: **Program Specialist**  
Reports to: **President**  
Status: **Non-exempt**  
Date updated: **May 30, 2017**  
Supervises: **None**

**Summary**

To perform various functions and procedures in support of the President/CEO, staff and volunteer leadership.

**Key Accountabilities**

- Provide administrative support to President/CEO, including assisting with meeting coordination, room set-up, copies, supplies, materials preparation, tracking attendance, note-taking, and/or minutes; assist with volunteer correspondence and communication; organize and maintain volunteer information, event coordination, preparation, staffing and follow-up.
- Assist with preparation of all training manuals and related materials; assist with volunteer and workplace campaigns correspondence and communication; organize and maintain loaned executive information.
- Create, develop, maintain, and generate reports for department, executive and company wide use from applicable United Way information systems.
- Manage input of all campaign pledges, gifts and payments.
- Create, update and manage data in all applicable United Way information systems including but not limited to pledge processing, outcome measurement, constituent relationship management, content management and email systems.
- Provide support services to the organization including but not limited to research and analysis, mailings and mailing preparations, managing campaign materials and office upkeep, meeting room reservations and providing support for committees and committee chairs.
- Access, maintain and coordinate the calendars using Microsoft Outlook. Assist in creation and updating of reports, spreadsheets and donor database by using the following applications: MS Word; MS Excel; MS Powerpoint; MS Outlook.
- Respond to telephone, e-mail, and individual inquiries, providing information, redirecting calls, or taking messages using good interpersonal skills.

- Prepare correspondence, reports, and statistical information from drafts, editing grammar, punctuation and/or spelling as needed. Responsible for various mail merges.
- Coordinate and schedule all activities in preparation for volunteer and/or staff meetings while maintaining the board room schedule.
- Assist in the preparation for special events.
- Data Entry: Maintain accurate and timely progress notes on assigned accounts as well as related projects. Demonstrated use of database(s) account management tool, and other instruments as necessary.
- Update all social media platforms on a weekly basis.
- Collaborate across departments to produce and post compelling content for the organizations website to ensure that the site makes it easy for visitors to give, advocate or volunteer in support of UW's community impact goals.
- Provide strategy and content for core United Way communications including eNewsletters, social media, and the website ensuring the consistency of voice and promote the use of key messages in all published pieces.
- Manage UW's social media presence including Facebook, Twitter, Linked In, YouTube, and other social media platforms.
- Establish effective benchmarks for measuring impact of online and social media programs including but not limited to eNews lists, Facebook likes, Twitter followers and other followers.
- Create and track e-blasts, invitations for UW events, newsletter and promotions.
- Other Duties & Responsibilities as assigned.

### **Qualifications and Requirements**

- Associate's degree (A.A.) or equivalent from accredited two-year college or technical school and 3 years related experience; or equivalent combination of education and experience.
- Strong attention to detail.
- Experience in Windows operating systems and Microsoft Office products: MS Word, Excel, Outlook, Access, SharePoint, and database management.
- Strong communication and interpersonal skills. Including public speaking and report writing.
- Ability to read and comprehend instructions, short correspondence, and memos.
- Ability to write correspondence.
- Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.
- Ability to solve practical problems and deal with a variety of concrete variables.
- Background in eMarketing and experience highly preferred.
- Knowledge of database design concepts, computer hardware systems, operating systems.

- Experience in implementing web technologies, including but not limited to: feeds, blogs, wikis, podcasts, video streaming, surveys, Facebook, Twitter, LinkedIn, and YouTube administration and other emerging user community-building techniques
- Ability to work and communicate well with others at all levels of organizational hierarchy.
- Excellent organization, project management and time-budgeting skills to manage multiple, deadline-sensitive projects with ease and attention to detail.
- Positive, flexible attitude with a high level of energy.
- Enthusiasm for teamwork and dedication to responsiveness to internal and external constituents.
- Access to vehicle for out-of-office meetings.
- Commitment to excellence and to the mission of United Way of Central Washington.

### **Work Environment**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

A valid driver's license and automobile insurance are required.

### **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 accommodations may be made to enable individuals with disabilities perform the essential functions. While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to handle or feel objects; reach with hands and arms; balance; kneel; talk and hear; The employee must occasionally lift or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

### **Position Type/Expected Hours of Work**

This is a full-time position. Days and hours of work are generally Monday through Friday, 8:30 a.m. to 5 p.m. However, this position may require long hours and weekend work.

### **Travel**

Travel is primarily local during the business day, although some out-of-area and overnight travel may be expected.

### **Other Duties**

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

### **Signatures**

This job description has been approved by all levels of management:

President/CEO\_\_\_\_\_

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee\_\_\_\_\_ Date\_\_\_\_\_