

UNITED WAY OF CENTRAL WASHINGTON POSITION DESCRIPTION

Position title: **Community Engagement Manager**

Reports to: **President/CEO**

FLSA Status: **Non-exempt**

Date updated: **September 20th, 2021**

Supervises: **N/A**

SUMMARY

Reporting to the President/CEO, the Community Engagement Manager will be primarily responsible for UWCW's community impact and evaluation portfolio serving Yakima and Kittitas counties. The Manager is primarily responsible for leading efforts in developing and defining UWCW's strategic role in the community to reflect and respond to short and long-term community needs. This position will support evaluation activities connected to UWCW's initiatives, projects, and investments.

Essential Duties:

- Relationship building and management.
- Facilitate volunteer leadership and effective implementation of the Community Investment process.
- Manage the Community Investment process by maintaining records, agency applications, reports, and information to assist in high-quality decision-making and allocation of funds.
- Champion the integrity of the process by advocating high standards of accuracy, fairness, clarity, communication, and teamwork.
- Train volunteers in the appropriate review of outcome evaluation.
- Manage relationships with United Way partner agencies. Ensure timely, clear, and effective communication of United Way requirements, processes, and grant opportunities.
- Provide technical assistance and training in grant applications, outcomes measurement, and best practices to maximize agency success in achieving outcomes. Troubleshoot agency compliance issues.
- Represent United Way in coalitions, initiatives, and projects as assigned. Help plan, organize and execute United Way community programs.
- Work with the President and volunteers to develop new avenues for United Way's impact on key community issues.
- Plan and implement community events, employee and corporate engagement, conferences, and meetings focused on volunteering and advocating, including United Way Days of Caring.
- Develop and provide training and technical support, where appropriate, to United Way of Central Washington's funded programs and other partners on evaluation, design and management, performance improvement, and use of data.
- Participate in coalition working groups on data/measurement/evaluation.
- Work with various marketing partners to develop a communications strategy and meaningfully tell the organization's story through various avenues.

- Record all events with photos and stories.
- Work with media to cover major events.
- Create other effective marketing materials such as newsletters, brochures, success stories, and more.
- Be the United Way liaison to the Risk to Resiliency group. This includes being an active member of the leadership team, providing administrative support for the group, assist in coordinating trainings, monthly meetings, and events.
- Collaborate across departments to produce and post compelling content for the organization's website to ensure that the site makes it easy for visitors to give, advocate, or volunteer in support of UW's community impact goals.
- Update all social media platforms weekly.
- Contribution to the consistent and positive brand experience for all constituents in support of United Way's commitment to relationship management.
- Support for communications, fundraising, and database management.
- Participation in ongoing strategic and operational planning.
- Perform other duties as assigned.

Core Competencies:

- Bachelor's Degree required.
- Preference of 3-4 years of professional experience in nonprofit, volunteer management, community relations, or related field at a nonprofit or corporate setting.
- Provide courteous, sensitive, and on-brand donor/volunteer service to both internal and external donor/volunteers, relying on the organization's branding toolkit to guide all donor/volunteer interactions.
- Manage difficult donor/volunteer situations, meet commitments, respond promptly to donor/volunteer needs, and solicit feedback to continually reinforce and strengthen the organization's brand relationship with all constituents.
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from partner agencies, donors/volunteers, and the public.
- Demonstrated sales/marketing experience with an applied emphasis on donor/volunteer relationship building.
- Exceptional listening skills.
- Demonstrated ability in effective meeting facilitation.
- Effective oral and written communications skills with an ability to relate to a diverse group of individuals or organizations.
- Strong ability to define and execute action plans.
- Ability to self-manage, multitask, and quickly "change gears" as needed.
- Solid computer skills (familiarity with donor/volunteer relationship management systems preferred, electronic giving and information exchange preferred); Significant experience and comfort in Excel is a requirement.

- Ability to work early/late.
- Access to a vehicle for frequent out-of-office meetings.

CERTIFICATES, LICENSES, REGISTRATIONS

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

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.

Physical Demands

The physical demands stated here are typical of those required to perform this work properly. Reasonable accommodations may be made to enable disabled people to do basic tasks. To perform this job well, the employee must occasionally stand, walk, sit, reach with hands and arms, balance, kneel, talk or hear. Close vision, distant vision, color vision, peripheral vision, depth perception, and the ability to shift focus are necessary.

Position Type/Expected Hours of Work

This is a full-time position. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. This position regularly requires 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 that this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.