

UNITED WAY OF THE GREATER CAPITAL REGION POSITION DESCRIPTION

The **Senior Manager, Community Engagement** is a newly created position that will steer the strategic vision for volunteer engagement across the United Way organization, modernize technology and processes to increase and align community and corporate volunteer engagement efforts, and build stronger community relationships.

Key Areas of Responsibility:

Strategic Volunteer Engagement

- Continuously assess volunteer needs with internal and external partners. Prioritize needs based on ability to scale and design experiences that will engage volunteers to meet these needs.
- Work closely with Resource Development and Corporate Engagement team to promote and execute Fee for Service/Revenue Generation model based on custom volunteer experiences.
- Lead volunteer engagement strategies and multi-year plans for existing and potential top corporate supporters.
- Plan and execute multiple annual signature community volunteer initiatives that support United Way's work, like 518 Day and community-wide drives, including building strategic communication and recruitment plans to meet volunteer goals. Volunteer initiatives must meet United Way criteria: leadership, alignment, measurable impact, logistical support, United Way messaging, recognition, feedback, and data capture.
- Continuously increase and adapt knowledge of community challenges and opportunities, and United Way work to illustrate the organization's mission through volunteer engagement experiences.

Technology and Data Management

- Ensure team needs are represented and included in decision making processes.
- Champion organizational technology advances: ensure team tracks all relevant data consistently and cleanly using tools and programs available, experience with Stratus Live is preferred.
- Continuously assess team specific technology platforms, lead change management processes for any new technology adoption.
- Responsible for leading annual reporting to United Way Worldwide, IRS, and other entities requiring volunteer engagement data.
- Oversee Volunteer Management Platform, update listings for internal and external partners, ensure current or priority listings are featured.
- Develop successful practices collateral to enhance onboarding for Volunteer Management Portal

Relationship Management

- Establish and deepen volunteer and community relationships through 1:1 internal and external meetings that serve to enhance engagement in and support of United Way's work.

- Develop a diverse pool of individual volunteers; collaborate with Major Gift Officers and Individual Engagement team members to identify volunteers and engage them in meaningful opportunities.
- Collaborate with Resource Development, Community Impact and other internal teams to develop holistic volunteer and community engagement plans.
- Serve as an ambassador for United Way during community and corporate volunteer engagement events. Frequent public speaking is expected.
- Lead recruitment of internal volunteers for organizational community engagement events. Ensure United Way has a strong, organized, and reliable presence in the community.

Leadership and Team Management

- Build capacity and identify synergies between volunteer and community efforts.
- Provide ongoing coaching and training for team members; train cross-functional team members as needed on new volunteer products, services, and programs.
- Develop metrics and strategic plans for meeting annual and long-term goals.
- Evaluate, develop, and disseminate reports on the impact of engagement activities
- Develop and manage corporate and community engagement budget.
- Ensure compliance with policies and procedures.

Minimum Qualifications:

- Bachelor's degree in a related field or equivalent experience.
- Minimum 5-10 years of relevant professional work experience (ex. Project management, customer service, social sector, volunteer management, etc.)
- Distinguished oral and written communication and presentation skills.
- Strong relationship building skills and customer service focused workstyle. Ability to work with diverse groups of people required.
- Strong business acumen
- Successfully manages multiple programs simultaneously.
- Works well under deadline pressure and meets timeline requirements.
- Stays up to date on industry and regulatory trends.
- Must be self-initiating, exercise good judgement, and able to work with minimal supervision.
- Demonstration/evidence of superior technical skills and/or specific experience with MS products, and data systems -- MS Excel, MS PowerPoint, MS Forms, MS Teams, etc. And experience with our CRM Stratus Live is preferred.
- Personal transportation required.
- The candidate must be creative and collaborative. Knowledge of customer relationship management and the social sector is desirable.
- Demonstrated experience leading volunteers is desirable
- Personal transportation is required.

CORE COMPETENCIES: Strategic Planning, Achievement Oriented, Accountability to team and self, Innovation, Project Management, Leadership

WORKING CONDITIONS:

- Ability to lift up at least 25 pounds.
- Local travel to events within the regional area.
- Extended viewing of computer monitor.
- Periodic evening and weekend event management required.

Starting salary \$70,000, plus competitive benefits package including health insurance, 403b.