

**JOB DESCRIPTION**  
**UNITED WAY OF CENTRAL MINNESOTA**

**Job Title:** Workforce Engagement Director

**FLSA Status:** Exempt

**Authorization:** April 15, 2021

**GENERAL FUNCTION:** Work in partnership with volunteers and members of the Resource Development Team, to plan, direct and implement an annual, multi-faceted fundraising and engagement Campaign. Build effective relationship(s) with Investors, partners and volunteers to maintain and grow revenue for United Way.

**KEY RESPONSIBILITIES AND DUTIES:**

- Work in partnership with UW Workforce Committee to conduct a successful annual fundraising campaign including:
  - Assist in identifying and recruiting effective volunteer leadership; develop Campaign goals; lead & implement effective campaign strategies
  - Assist the Resource Development team to recruit, train and guide volunteers on the workforce committee and workplace champions
  - Serve as a resource to team members and volunteers on matters related to fund-raising and cultivating relationship and problem solving
  - Plan and execute workforce champion training events
  - Prepare materials and accompany key volunteers on CEO calls
- Plan and implement Campaign growth strategies to maximize revenue
- Actively participate in year round community relations with key contributors and organizations to develop a strong presence and solid relationships in our service area
- In partnership with the Events & Brand Manager, develop marketing and communications materials for the campaign
- Oversee the development and implementation of solicitation of annual corporate sponsorships alongside of the RD team
- Adherence to operating budget in those areas of direct responsibility

**GENERAL RESPONSIBILITIES:**

- Use CRM tool (Andar) effectively to track campaign results, growth opportunities and development opportunities
- Manage personal accounts, develop relations with key volunteers and steward existing relationships
- Participate in monthly RD meetings, support full UW team, events and learning opportunities
- Planning, organizing, and performing a variety of duties applying a wide range of procedures and rules. Duties require attention to detail, high degree of accuracy, reliability, timeliness, alertness, and use of judgment.

**PRIMARY PERFORMANCE MEASURES:**

- Effective administration of annual campaign
- Adherence to operating budget in those areas of direct responsibility
- Resource Development Team professional development and annual evaluation

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of United Way fundraising techniques
- Knowledge of Microsoft office applications
- Ability to work with a variety of people in building positive relationships
- Ability to effectively communicate to small and large group of people
- Ability to plan and organize work in an effective and efficient manner
- Ability to thrive in a team-oriented environment
- Ability to think creatively and initiate change
- Ability to maintain confidentiality of classified information

**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 with or without notice.
- Reasonable accommodations may be made to enable individuals to perform the essential functions.

**JOB RELATIONSHIPS WITH**

- Volunteers, UWCM staff, Board of Directors, General Public

**MINIMUM QUALIFICATIONS**

- A Bachelor's Degree is required with experience in a related field. Proven success in building relationships and achieving goals while working with a diverse volunteer population. Excellent communication skills and protocol suitable for representing UWCM and engaging volunteers, donors, and the community in the fulfillment of the organization's mission.

The statement herein is intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel for this position.

I have read the above job description and understand it and have received a copy.

Please send cover letter & resume to [jhoule@unitedwayhelps.org](mailto:jhoule@unitedwayhelps.org)