



United Way of Story County

Job Description

Associate Director of Engagement

Position Summary:

Major areas of responsibilities include workplace engagement in the LIVE UNITED annual fundraising campaign and corporate volunteerism.

Position Responsibilities and Duties:

A. Workplace Campaign Engagement

1. Coordinate resource development efforts within United Way of Story County (UWSC) workplace campaigns, including portfolio management of existing workplace campaign accounts and prospects.
2. Develop and grow meaningful relationships with key company and organizational leaders, workplace influencers, and other individuals within assigned areas of responsibility for the campaign.
3. Manage, monitor, and adjust account strategy based on evaluation of previous results, additional research, and industry trends.
4. Enact stewardship and relationship building practices with donors, volunteers, and company accounts.
5. Recruit, train, and inspire corporate engagement volunteers and regularly coordinate touchpoint meetings with workplace contacts and volunteers, either in person or virtual.
6. Present campaign and volunteer opportunities in small and large group settings, articulating the purpose of the organization and opportunities to be involved.
7. Manage profession-specific outreach and solicitation, including small business campaigns.
8. Work closely with resource development team as well as cross-functionally across the organization.
9. In partnership with the Marketing director, assist with the development of custom campaign websites.
10. Partner with the President and CEO to provide Low to Moderate Income (LMI) data to businesses as requested.

B. Corporate Volunteer Engagement

1. Develop and execute a volunteer strategy for integrating resource development, marketing and communications and community impact.
2. Develop and implement an organizational recruitment, management, retention, and recognition plan for volunteers.
3. Create strategies in partnership with resource development and marketing teams to convert volunteers to donors.
4. Seek creative ways to engage and initiate year-round activities and strategies with corporate contacts in alignment with the company's Corporate Social Responsibility (CSR) and/or Environmental, Social, & Governance (ESG) goals.
5. Plan projects including but not limited to Day of Caring and LIVE UNITED Food Drive.

C. Young Leaders Society (YLS) Affinity Group Leadership

1. Develop and execute strategies to engage young donors in philanthropy and volunteerism.
2. Work with the YLS committee to plan and implement events throughout the year.
3. Lead the YLS campaign efforts.

D. Other

1. Assist with UWSC events and activities as needed.
2. Deeply understand and strongly advocate the UWSC vision and mission.
3. Seek out and participate in appropriate professional development opportunities.
4. Work with Resource Development Director and President and CEO on special projects.
5. Manage other responsibilities as determined by the President and CEO.

Qualifications:

Bachelor's degree required and two years of successful fundraising and volunteer management experience in a nonprofit organization or related field or comparable combination of education and experience. Knowledge of human service issues and community relations.

Demonstrate excellent verbal and written communication skills. Excellent organizational skills. Ability to make timely decisions and operate effectively under pressure. Ability to make presentations to large and small audiences. Demonstrate competence with basic computer software. Passionate motivation for improving lives in Story County.

Position Type and Starting Salary:

Full-time exempt. \$50,000 – 56,000 annual salary.

Position reports to:

Resource Development Director

United Way of Story County (UWSC) is committed to hiring a diverse workforce and promotes a working environment that is racially, ethnically, linguistically, and culturally diverse. UWSC is an equal opportunity employer.