

## JOB DESCRIPTION

<b>TITLE</b> Coordinator, Community Engagement		<b>TEAM</b> Community Engagement
<b>GRADE</b> 3	<b>FLSA</b> Exempt	<b>REPORTS TO</b> Director, Community Engagement
<b>DATE</b> 1/4/2021		<b>REVISED</b>

### EXPECTATION FOR ALL EMPLOYEES:

Support the mission, vision and values of United Way of Delaware (UWDE). When appropriate, participate in various after hours and weekend activities that benefit UWDE and the community. Due to the leadership role UWDE is called upon to play in the community, it is the expectation that all UWDE staff will be fully engaged in community meetings, events and activities.

### POSITION SUMMARY:

The Community Engagement Coordinator is responsible for contributing to and executing on comprehensive engagement strategies and tactics to drive individual engagement within UWDE corporate partnership, partner agencies and general community. He/She will be responsible for cultivating excellent working relationships within UWDE and across the UWDE network providing a world-class, first rate donor (or prospective donor) experience. He/She provides technical assistance and support, capacity building and development/launch of engagement activities events using best practices and relevant tools, resources and information that equips him/her to maximize donor (prospective donor) recruitment, engagement, and retention initiatives. He/She works closely with the Director, Community Impact, the Vice President, Administration and Innovation and key internal stakeholders to increase diversity within priority affinity groups/strategic target market segments. He/She provides ancillary support across affinity groups and strategic growth segments (e.g., new business, recruits, boomers, retirees), on an as-needed basis. This leader Champions UWDE's volunteer initiatives in the community.

### ESSENTIAL FUNCTIONS

- Coordinates a comprehensive engagement strategic action plan that aligns interests of individuals/groups with UWDEs strategic priority areas; includes opportunities for ongoing, varied engagement opportunities (e.g.: episodic, short-term, long-term, virtual, advocacy) that contribute to the advancement of UWDE goals.
- Aligns with and/or implements United Way Worldwide strategies for community engagement, as appropriate, including participation in national calls-to-action and other endeavors sanctioned by UWDE leadership.
- Actively participates at community events and meetings to increase UWDEs presence through networking, prospecting and relationship building effectively demonstrating/living/representing our core values.
- Contributes to the develop and implementation of comprehensive engagement, philanthropy, marketing and communications strategies and tactics to drive donor (prospective donor) engagement within/across UWDE corporate partners, agency partners, and general community with a priority focus in Delaware's Eight Promise Communities.
- Cultivates deeper relationships with current and prospective (recruit) UWDE volunteers, contributors, community partners, funders and constituents; ensures appropriate/relevant follow-up including acknowledgement for engagement. Cultivate excellent working relationships across the United Way Network.
- Responsible for cultivating excellent working relationships within UWDE and across the UW Network providing a world-class, first rate donor (or prospective donor) experience, technical assistance and support, capacity building and using relevant best practices, tools, resources and information to equip them to maximize donor (prospective) Assists grant reporting and compliance by providing volunteer engagement data through the year if/as needed.
- Coordinates innovative engagement strategies appropriate to UWDE affinity groups, regionally processed partner accounts, leadership donors, members of organized labor, and other groups of constituents.
- Serves on cross-functional teams to support community engagement work, with emphasis on relationship between community engagement and resources needed to effect change (ex., increasing revenue, building brand awareness of our community product/strategic initiatives, priority issues; increasing number of volunteers and advocates, increasing relevance).
- Coordinates volunteer orientation and training, coaches and supervises as well as assessment of volunteers' knowledge about UWDE, its role in changing community conditions, trust in UWDE, and giving behavior as a result of engagement; and continuous improvement based on results. Includes providing opportunities for professional growth and development to achieve aligned interests/passions that drive organizational goals and objectives.

- Coordinates assigned parts of strategies related to community conversations, huddles, coffee and conversations including reaching diverse constituents, timely and appropriate follow-up with participants, execution of on-going follow-up, theming, and sharing information with internal/external audiences as appropriate and/or directed.
- Works closely with the Vice President, Administration and Innovation and key internal (co-staff) stakeholders to increase diversity within priority affinity groups/strategic target market segments to execute on plans [this stays?].
- Ability to support UWDE on key boards, committees, councils, for purpose of driving mission of UWDE.
- Ability to clearly articulate UWDE's mission, vision, strategic focus areas, and give the elevator pitch.
- Other duties as assigned.

#### PHYSICAL/ENVIRONMENTAL

- Statewide travel (use of personal vehicle, valid driver's license and proof of insurance) is required.
- Occasional out-of-state and overnight travel may be required.
- Environmental conditions include the ability to work indoors and outdoors year-round
- Ability to stand, walk, bend, reach, and sit for extended (8 hours or more) periods of time.
- Ability to lift minimally 25lb objects and move from one place to another.
- Reasonable accommodations may be made to enable individuals with disabilities to perform these duties.

#### QUALIFICATIONS/ SKILLS AND KNOWLEDGE REQUIREMENTS

##### Education

- Bachelor's degree
- Knowledge of management principles and evaluation techniques related to programs that involve volunteers
- Nonprofit experience a plus
- Certified Volunteer Administration (CVA) confirmed or obtained within one year of employment

##### Skills

- Progressive experience in nonprofit sector, volunteer coordination, fundraising, account coordination and/or marketing. Coordinator/leadership experience preferred.
- Strong project management skills, with a proven track record of consistently delivering projects on time, within budget and with a high level of quality.
- Demonstrated ability developing and executing comprehensive strategies and tactics; experience engaging diverse groups strongly preferred.
- Experience liaising with volunteer leadership and managing multiple volunteers and events.
- Excellent communication skills; able to communicate effectively and articulately in writing and orally; ability to keep his/her composure with the public and co-workers in everyday, stressful situations. Written and interpersonal communication skills; strong organizational and project management skills; ability to inspire, motivate and engage people to volunteer and serve the community to achieve goals; strong analytically and strategic thinking; a passion for results. Detail oriented.
- Highly proficient computer skills – including, Microsoft Office Suite programs, internet navigation, CRM and database management.

##### Core Competency






- **Critical Thinking and Creative Problem Solving** – Is able to address and coordinate complex issues to achieve desired results. This includes the ability to gather, interpret and use relevant data to drive strategy development, make decisions and drive for results.
- **Planning and Implementation** – Is a leader and takes initiative in planning and developing initiatives within impact areas to achieve results that drive collective community outcomes.
- **Results-Driven** – Our staff is dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- **Relationship Building** - Develops and maintains strategic relationships that generate the resources necessary to support United Way's mission.
- **Entrepreneurial and Innovative** - Creatively seeks new opportunities to generate revenue and other resources that add greater value to the organization and the community.
- **Community Collaborator** - Engages diverse stakeholders to accurately and effectively assess community with credibility, authenticity and humility strategically guides United Way to contribute to the community's priorities; Is

an effective and passionate communicator, articulating the United Way message in a way that inspires others to act in service to the organization and the community needs.

- **Embracing and Managing Change** - Champions and facilitates change to ensure long-term community sustainability. He/she adapts successfully to changing needs while maintaining positive relationships with all constituents, internal and external.

## UNITED WAY OF DELAWARE CORE VALUES STATEMENT

As a member of the United Way of Delaware team, we expect that you and every employee will live up to our Core Values and that you will model these behaviors inside and outside UWDE.

	<p><b>“WOW” Customers</b></p>	<p>There are thousands of nonprofits organizations, so we must innovate and find ways to stand out. We believe that our people define us and that our expert, caring colleagues enabled by new ideas and insights can be our differentiator.</p> <p>This mission is an inclusive one – <b>no matter where you sit in the organization, you interact with and support customers.</b> Let’s work together to make sure those we do business with have the best possible experience.</p>
	<p><b>Grow and Learn</b></p>	<p><b>We’ll work together to better understand what our customers want and need</b> – continuously evaluating everything from our strategies to our processes – and make UWDE more appealing and relevant to our donors, partners and stakeholders. To achieve this is an ever-changing environment, we need colleague who are continuous learners and are change resilient.</p>
	<p><b>Collectively Drive Change</b></p>	<p>Change is inevitable and constant. Our ability to deliver meaningful results is critical as we move forward in our journey. Together, we can work smarter, leveraging the insights provided by data to <b>learn more about our customers and community to empower our colleagues to make better, faster decisions.</b></p> <p>This mindset will help us to work differently and approach our work in a more agile fashion – aiming to deliver value more quickly versus traditional efforts to be tactical and task oriented.</p>
	<p><b>Mission-Driven</b></p>	<p><b>Diversity, inclusion and belonging will always be a priority knowing that our difference makes us that much stronger.</b> We want this to be a place where you feel proud and happy, and know your ideas are welcomed and valued. Together, we’ll learn and embrace new skill sets and perspectives to help take us forward.</p> <p>In working together and in support of one another, we will work to create an environment where <b>we’re attracting and retaining the very best talent</b> to drive employee engagement, customer commitment and financial success.</p>
	<p><b>Relationship- Oriented</b></p>	<p>At the heart of our work lies the community. <b>Our genuine and authentic colleagues leverage their passion and skills set to create lifelong relationships to drive social change.</b> This means we have to operate with a shared vision internally (no silos and division) and create and influence a shared community vision.</p>