



Associate Director of Engagement Position Description

Position Summary:

Major areas of responsibilities include workplace engagement in the LIVE UNITED annual fundraising campaign and corporate volunteerism. This position is also the staff lead for the Young Leaders Society, donors aged 40 and under contributing \$250 or more annually.

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.

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

Physical Requirements and Working Conditions

The physical demands must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Physical Requirements: Regularly requirements to sit, talk, see/view, and/or hear. The employee is frequently required to use finger and hand motion and occasionally to stand, walk, and reach with hands and arms. The employee must occasionally lift and move up to 25 pounds and/or a negligible amount of force frequently or constantly to lift, carry, push, or pull, or otherwise move objects. There may be additional physical requirements associated with department meetings/events.
- Visual Requirements: Specific vision abilities required by this job include close vision, distance vision, depth perception, and the ability to adjust focus. Work utilizes computer terminal and verification for accuracy of written material.
- Communication Requirements: Talking and expressing or exchanging ideas by means of the spoken word. Hearing is the ability to receive detailed information, through oral communication.
- Travel and Licensure: Travel to offsite meetings is an essential part of this position. A valid driver's license and access to a vehicle is required.
- Working Conditions: The worker is not exposed to adverse environmental conditions. Must be able to work under stressful situations and time constraints.

Employment Classification:

Full-Time; Professional Exemption; Salaried

Job Relationships:

Reports to: Resource Development Director

Supervises: n/a

Comprehensive Benefits Package:

- Comprehensive health coverage, including employer-paid premium for medical (PPO), dental, and vision insurance for employees
- Dependent and Medical Flexible Spending Accounts (FSA)
- Generous annual paid time off, including 10 paid holidays per year, 3 weeks of paid vacation, and 13 days of personal time
- Retirement plan with employer match (immediate employee contribution; 4% match after one year of employment)
- Life insurance
- Long-term disability coverage
- Flexible work arrangements, including hybrid work schedule (one day/week)
- Mileage reimbursement for work-related travel
- Infant at Work policy

Applying for the Associate Director of Engagement Position:

- **Please submit the following to unitedway@uwstory.org by 4:30 p.m. on Thursday, May 1**
 - Cover letter (PDF format)
 - Resume or curriculum vitae (PDF format)
- **Please call (515) 268-5142 if you experience issues with your electronic submission.**

The above statements are intended to describe the general nature and level of work being performed by the individual in this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of the position.

UWSC is an equal employment opportunity employer.