

OUTREACH & ENGAGEMENT COORDINATOR POSITION

Title: Outreach & Engagement Coordinator

Department: Resource Development

Reports To: Corporate Engagement Manager

Starting Salary: \$45,000 - \$50,000

Employment Status: Full-Time

FLSA Status: Exempt

Who We Are and What We Do

United Way of Southeast Minnesota mobilizes our community to action so all can thrive. For 100 years, United Way has seen how our communities' greatest challenges are connected – and how we can bring people and resources together to address them. We meet basic needs today while working with our neighbors in Dodge, Fillmore, Olmsted, and Winona Counties to build a stronger tomorrow. You can learn more about our organization, our impact, and our values at www.uwsemn.org.

How You'd Fit In and Stand Out

- This role is managed by the Corporate Engagement Manager, and sits on United Way's Resource Development team, which is a team of five lead by the Vice President of Resource Development.
- Our team has a strengths-based culture and finds value in diverse skills and strengths.
- Our team is a group of dedicated relationship builders who inspire others to share their time, talents, and treasures to advance the mission of United Way. We serve as representatives of the mission and secure resources to fund the mission.
- We are looking for someone to take on the role of Outreach & Engagement Coordinator. This role will require a high degree of relationship building both individually and in group settings in a variety of workplaces in our community.
- This role requires exceptional organizational skills and the ability to prioritize many tasks.

Primary Responsibilities and Expectations

The Outreach & Engagement Coordinator helps drive fundraising success for United Way by cultivating

relationships with local businesses, volunteers, and community members through workplace campaigns, networking, and fundraising engagement opportunities.

The United Way raises approximately 60% of our funding through our annual workplace campaign with approximately 75 businesses in Southeast Minnesota running a campaign. A workplace campaign allows businesses in our area to encourage philanthropic giving, primarily through payroll deduction. One of the primary responsibilities of this role is to recruit, develop, and support the volunteers (workplace champions) who are the key to the success of our annual workplace campaign.

Fundraising

- Manage a portfolio of workplace campaign partners, serving as their primary point of contact and ensuring customized support to meet each organization's unique goal.
- Recruit, train, and support campaign volunteers through their workplace so they can be effective advocates as they invite their fellow co-workers to invest philanthropically in our community.
- Coordinate the development, organization, and distribution of campaign supplies, both physical and digital. This may include training documents, swag gifts, flyers, and other items.
- Coordinate workplace engagement events, including kick-offs and award ceremonies.
- Coordinate group volunteer opportunities for corporate partners.
- Assist with sponsorship prospecting, recruitment, and asks, as needed.
- Analyze fundraising campaign results and develop strategies for continuous improvement.
- Ensure an updated donor database for workplace giving and track touch points and progress via our CRM, ANDAR.
- Support our Running Start for School program with team drive recruitment and other fundraising efforts.

Outreach

- Represent United Way at community and networking events to build meaningful relationships, raise awareness of our mission, and inspire new donors and volunteer prospects.
- Develop a plan for volunteer and engagement opportunities with a focus on the needs of our workplace campaign partners.
- Recruit new businesses to host workplace campaigns, cultivating long-term relationships that lead to sustained engagement and support.

- Implement strategies to build greater brand awareness for United Way throughout the communities we serve.
- Expand outreach efforts to new local markets, as our service area grows.

Specific work experience in each of these areas is not required, we welcome the opportunity for growth. We expect our new Outreach & Engagement Coordinator will have done some, but not all, these types of tasks in the past. We will provide support for on-the-job learning if you possess the needed core competencies.

This Job Is For You If You...

- Are a great storyteller and are passionate about helping people thrive in our community.
- Enjoy community and corporate outreach and being out of the office, meeting with volunteers and advocates.
- Feel comfortable presenting information to various audiences and speaking in front of small and large groups.
- Have direct or transferable work or volunteer experience, such as event planning, customer service, or sales.
- Have experience using technology such as CRMs or databases, Office 365, Microsoft Teams, Zoom, Microsoft Forms, Online Email Marketing Platforms (like MailChimp or Constant Contact), as well as learning new software.
- Are committed to excellence and to providing exemplary customer service.
- Possess outstanding interpersonal, team, and customer service skills.
- Are flexible; can change focus and priorities easily; able to prioritize and multi-task.
- Have an ability to work independently with little to no supervision.
- Have an exceptional ability to follow-through.
- Are proactive, able to anticipate problems, and plan solutions.
- Possess strong organization and planning skills.
- Possess the following core competencies:

Mission Focused

The United Way Pro's top priority is to create social change that leads to better lives and healthier communities. This drives their performance and professional motivation.

Relationship-Oriented

The United Way Pro understands that people come before process and is astute in cultivating and managing relationships toward a common goal.

Collaborator

The United Way Pro understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.

Results-Driven

The United Way Pro is dedicated to shared and measurable goals for the common good: creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.

Brand-Steward

The United Way Pro is a steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

Hours

- Our typical work week is 37.5 hours.
- Located in Southeast Minnesota – We are looking to hire a resident or someone willing to live within daily commuting distance, as we are rooted in our local community.
- Typical office hours are Monday-Friday from 8:30 a.m. - 4 p.m.
- We offer flexible work schedules to meet individual and family needs, and we need you to be available during peak times to meet with internal and external stakeholders. We are willing to work together to make sure both employee and organizational needs are met.
- Availability outside of typical office hours is expected for special events. Flex time is provided.
- Transportation is required to attend meetings and events in the community.

Our Workplace

United Way of Southeast Minnesota is an equal opportunity employer. Individuals who share lived experiences with the people and communities we serve are strongly encouraged to apply. We intentionally do our best to eliminate bias and remove barriers for applicants. United Way encourages applications from individuals of all races, genders, ages, and abilities.

Compensation and Benefits

- Starting salary of \$45,000 - \$50,000 per year, depending on qualifications.
- Employees are paid electronically twice a month.
- Benefits include health, dental, and life insurance; 403b retirement plan with generous employer match available after one year of employment; up to 8 weeks paid parental leave.
- 20 days paid time off plus 15 paid holidays (New Year's Day, Martin Luther King, Jr Day, Presidents' Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Columbus Day/Indigenous Peoples' Day, Veterans Day, Thanksgiving Day, day after Thanksgiving, Christmas Eve, Christmas Day, and two floating holidays to be used at the employee's discretion).

To Apply

To apply, please email Elissa Sherden (elissas@uwsemn.org) with a cover letter and resume.

Qualified applicants will receive a reply to schedule a follow-up conversation. We will keep the position open until it is filled.