



**TITLE:** Community Engagement & Volunteer Coordinator

**REPORTS TO:** Executive Director

**Type of Employment:** Part Time; 16–24 hours a week

**Compensation & Benefits:** As outlined in the employee benefit policies

## **PRIMARY FUNCTION**

The Community Engagement & Volunteer Coordinator works with all staff members in presenting to the public the positive community impact of the United Way St. Croix Valley. The coordinator provides organizational support of the annual campaign and community impact program events. Recruits, trains and maintains volunteers for all United Way St. Croix Valley programs and events. Maintains an effective website presence, utilizes social media with impact, monitors online fundraisers and assists in the development of marketing pieces.

## **JOB RESPONSIBILITIES**

### **I. Market the mission and goals of United Way St. Croix Valley**

- Cultivate community support for United Way St. Croix Valley through social media and effective web presence.
- Assist with the design of marketing pieces, e.g. brochures, posters, flyers, news releases.
- Attend local events representing the community impact of United Way St. Croix Valley.
- Organize affinity group(s) that promote United Way St. Croix Valley programming.

### **II. Develop and maintain communication plan; including social media and web presence**

- Identify and implement creative ways for the general public to become involved with United Way St. Croix Valley via the website and social media.
- Develop and maintain annual calendar of social media and online fundraising events.
- Create and distribute monthly electronic newsletter.

### **III. Volunteer Coordination**

- Collaborate with staff to develop and execute the overall engagement strategy for volunteers and community groups.
- Coordinate multiple small and large-scale volunteer activities with workplaces, community groups, and individuals.
- Develop promotional materials for all engagement activities.
- Plan volunteer opportunities around annual days of service and be the lead staff member at those events.
- Organize an annual volunteer recognition event.
- Manage the volunteer database.

### **IV. Provide administrative support**

- Responsible for miscellaneous administrative tasks including mailings, copying, and record archiving.

### **V. Other duties as assigned**

## **PREFERRED QUALIFICATIONS AND CAPABILITIES**

- Preferred qualifications include an Associate's Degree with two years related work experience or a Bachelor's Degree in the area of marketing, advertising, communications, social media, volunteer coordination or public relations.
- An understanding of the basic principles and practices of fundraising, online marketing, volunteer recruitment, and non-profit organization operations desired.
- The incumbent must be web savvy with strong computer literacy skills plus organizational and written communication skills.
- The ability to manage and prioritize multiple projects simultaneously with creativity and professionalism is also desired.
- Demonstrated interpersonal skills are a must to work effectively with co-workers, volunteers, board members, executive director, and the general public.

Please email a cover letter & resume by November 15, 2018 to Ann Searles, Executive Director, [ann.searles@unitedwaystcroix.org](mailto:ann.searles@unitedwaystcroix.org).