



UNITED WAY OF TUCSON AND SOUTHERN ARIZONA Position Description

Community Engagement Director

Full Time, FLSA Exempt
Aug 2022

United Way of Tucson
and Southern Arizona

Job Summary:

The Director of Community Engagement reports to the Vice President of Communications and Engagement and manages internal and external engagement with a clear understanding of United Way of Tucson and Southern Arizona's (UWTSA) mission and vision. Key responsibilities include the management and execution of all events with team support, cultivate and maintain strategic community partnerships, and managing UWTSA's volunteer center. All activities require a high degree of coordination with United Way's Resource Development and Communications Departments and the ability to work collaboratively across the organization.

This is a full-time, exempt position for a mission-driven, motivated, creative, entrepreneurial individual with a high level of initiative, and excellent communication and organizational skills. With an office in Tucson, this position requires travel throughout Pima County. All United Way of Tucson and Southern Arizona (UWTSA) programs and strategies work toward eliminating racial, ethnic, and socio-economic disparities for an educated, thriving, and equitable community.

United Way offers competitive wages and a generous benefits packet with employer contributions for full time employees including medical, dental, 401K, HRA, PTO, 11 paid holidays, and opportunities for educational and professional development. For more information about our organization, see www.unitedwaytucson.org.

Salary Range: \$47,000 - \$56,000

Responsibilities:

Events Management

- Facilitate and/or support all organizational event planning efforts from creative concept development to final execution for all UWTSA events.
- Manage event debriefs and post-event communications, including surveys, thank you communications, lessons learned and other functions as appropriate.
- Maintain and organize program and event budgets.
- Manage and oversee event-related vendors from bid to payment.
- Develop and maintain relationships and collaborations with key community partners and individuals.
- Track Event KPIs including dollars raised (if applicable) Cost of Attendee Acquisition, Number of Press Mentions, Inbound Links, Social Traffic and Social Shares.

Community Engagement/Partnerships

- Cultivate and maintain strategic community partnerships to increase UWTSA's impact, brand awareness, funding, and community understanding.

United Way Volunteer Engagement

- Execute strategy to deepen UWTSA engagement amongst volunteers.
- Develop and strengthen partnerships with local government and corporations to determine their areas of interest for employee volunteer engagement.
- Oversee all aspects of the volunteer matching platform (Golden) to ensure its efficacy for United Way's volunteer engagement efforts and for community partners and members.
- Lead the creation and implementation of United Way's volunteer engagement practices, including policy and procedures.
- Collaborate with other volunteer-focused organizations, such as SAVMA, when appropriate.
- Remain current and knowledgeable about issues and trends of volunteer engagement.
- Lead efforts to examine current practice and develop strategies for future volunteer engagement efforts.
- Monitor content and update United Way's volunteer engagement web pages.

Resource Development

- Work closely with Resource Development to develop corporate solicitations and secure sponsorship for events and partnerships.
- Develop and execute recognition strategies for sponsors and volunteers.
- Coordinate and participate in organization-wide events, partnerships, and activities.
- Work closely with Resource Development to identify partnership opportunities with organizations and companies based on their philanthropic interests and United Way event needs.
- Execute strategy to grow UWTSA's Endowment Fund to \$25M.

Communications Functions

- Successfully use analytics, market research, communication, advertising, public relations, and digital marketing to generate profitable leads, donations, and grow community partnerships.
- As part of the Communications team, this position contributes to internal and external fundraising campaigns, communications, marketing, and advertising efforts.
- Manage and/or contribute social media content.
- Attend community meetings to increase understanding of volunteer and community needs and to better coordinate services.
- Contribute content to e-newsletters and other marketing efforts.

Administrative Functions

- Maintain positive, collaborative relationships with UWTSA employees, the management team and community partners through the development of strong networks with each stakeholder group.
- Perform duties in accordance with United Way policies and procedures such as attending staff meetings, completing accurate and timely timesheets and expense reports.
- Create, modify, and maintain routine and ad hoc letters, memos, and reports using word processing, database, spreadsheet, and other software packages.

Other Duties as Assigned

Qualifications:

- Bachelor's degree and a minimum of five years of experience in event management, communications, marketing, or related fields.
- Demonstrated excellent written/verbal communication skills, including clear, concise, and accurate written documents including grammar, and spelling.

- Demonstrated skills using Windows-based software, including Internet browsers, e-mail, word processing, spreadsheet, database, presentation, and graphics software.
- Demonstrated ability to comfortably solicit donations, sponsorships and in-kind support.
- Ability to work across functional boundaries to solve problems, improve processes, and achieve excellent results.
- Manage multiple priorities in a high-pressure environment within time constraints.
- Ability to establish and maintain effective working relationships with all levels of United Way staff as well as diverse volunteers, donors, community partners, vendors, and other constituents.
- Recognizes the value that diversity brings to an organization and community and has a commitment to expand equity whenever possible.
- Ability to maintain a flexible work schedule (including working early mornings, evenings and/or weekends) and adjust it as required.
- Must possess a valid driver's license, current auto insurance and daily access to reliable vehicle.
- Ability to travel to work in a variety of locations throughout Pima County as required.
- Ability to lift at least 30 pounds is required.

POLICY STATEMENT

The United Way of Tucson and Southern Arizona is an equal opportunity employer. We champion diversity, equity, and inclusion. We take action to ensure equal opportunity and all candidates are considered without regard to race, color, religion, national origin, age, sex, sexual orientation, gender identity, marital status, ancestry, physical or mental disability, veteran status, or any other legally protected status.

Upon hire and/or prior to starting employment with us, the successful candidate will be required to provide evidence of COVID vaccination or provide proof of eligibility for medical exemption.