



United Way of Rutherford
& Cannon Counties

Job Description ***United Way of Rutherford and Cannon Counties***

Job Title: Director of Engagement and Volunteerism
Reports to: Vice President of Development and Engagement
FLSA Status: Regular Full-Time Exempt
Date Revised: May 2022

POSITION SUMMARY: The Director of Engagement and Volunteerism supports the mission, goals, values, and philosophy of the United Way of Rutherford and Cannon Counties by exhibiting the following professional behaviors: commitment to excellence, exceeding expectations, efficiency and effectiveness, and accountability. As a member of the United Way of Rutherford and Cannon Counties' professional team, the individual's performance includes superior demonstration of the following professional attributes: ethical leadership, effective communication, teamwork, and job knowledge. The Director of Engagement and Volunteerism develops and implements goals and strategies that support the mission and vision of the United Way.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Plan, enhance, and execute a variety of events throughout the year to support United Way's engagement and stewardship goals, including but not limited to:
 - Quarterly supply drives and large volunteer events that support United Way's mission
 - Appreciation events for United Way donors, such as receptions, sporting events, etc. (typically 6-12 per year)
 - An annual meeting and awards luncheon that conveys United Way's impact and recognizes top supporters (typically 400-500 people)
 - Educational events, such as planned giving lunch and learns and tours
 - Fundraising events, such as Red, White, and Bayou, Storybook Breakfast, Dodgeball Tournament, etc.
 - Volunteer opportunities designed for specific United Way donors and corporate partners
- Secure and steward sponsors for various events, exceeding previous year's results
- Support other organizations in their events that benefit United Way
- Coordinate stewardship activities that demonstrate appreciation for United Way supporters
- Support the advancement of United Way's Young Leaders Society in partnership with the YLS Advisory Council
- Support the advancement of United Way's Women United in partnership with the Women United Advisory Council
- Manage a portfolio of donors at the \$500-999 giving level, with 15-20 unique touchpoints per week
- Play a key role in strategies that convert volunteers to donors
- Evaluate opportunities for new affinity groups/segmented audiences and develop those opportunities as appropriate

Volunteer Collaboration:

- Young Leaders Society Advisory Council
- Women United Advisory Council
- Event Chairs and Event Committees As Needed

SUPERVISORY RESPONSIBILITIES: None

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Mission Statement

The United Way of Rutherford and Cannon Counties improves lives by advancing opportunities for education, health and financial stability for all.

Vision Statement

To be the primary community solutions leader for human services.



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& Cannon Counties

EDUCATION AND EXPERIENCE:

- Bachelor's degree in business, communications, public relations, marketing or related field
- Seven to ten years of experience in business, fundraising, communications, public relations, marketing, sales or related field

OTHER SKILLS:

- strong interpersonal skills and problem-solving skills
- ability to communicate effectively with a diverse range of individuals
- highly developed organizational and planning skills
- highly developed oral and written communication skills (with particular emphasis on news writing skills)
- ability to manage multiple projects and tasks simultaneously
- advanced proficiency in Microsoft Office (Word, Excel, Powerpoint, Publisher, Outlook)

WORK ENVIRONMENT: Position is in an office setting that involves everyday risks or discomforts that require normal safety precautions. Frequent off-site meetings and events are also a component of this position. This position does require some evenings and weekends.

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

Employee Signature

Date

President and CEO Signature

Date

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