**UNITED WAY OF THE MIDLANDS**

**POSITION DESCRIPTION**

**Date established: 3/9/2020**

**Position Title: Community Engagement Associate, Always United**

**Department: Resource Development**

**Supervisor: Director of Community Engagement**

**Position Status: Regular, Full-Time, Subject to an Annual Review**

**Job Classification: Non-exempt**

In compliance with the Fair Labor Standards Act, this position is classified as an exempt position and the employee is not eligible for overtime. Some evening and weekend hours may be required.

**POSITION SUMMARY**

The mission of United Way of the Midlands is simple: We unite people and resources to improve the quality of life in the Midlands. Through the generosity of local donors, UWM raises over $9 million annually to drive community impact in the areas of education, financial stability, and health.

This position is responsible for growing our engagement with donors and volunteers by managing the Always United program, running the Direct Mail program, and providing support for United Way’s Volunteer Center. It is a hands-on and in the community position. In short, we are seeking a quick learner and motivated fundraiser who will translate community needs into opportunities to make a difference through financial and volunteer support with United Way and Always United.

**ESSENTIAL DUTIES & RESPONSIBILITIES**

* Always United – Serves as primary staff support to Always United, an affinity group of United Way of the Midlands with 600+ members. Always United provides dynamic opportunities for individuals who are at or near retirement to continue their relationship with United Way through volunteerism, social events and community-building.
  + Develop strong relationships with donors and prospects to retain and increase unrestricted giving and increase membership.
  + Provide staff support to volunteer Executive Committee and Steering Committee members to plan and execute Always United programs and events to increase Always United donors.
  + Staff support to key volunteer committees and subcommittees including setting meetings, notifying members, preparing agendas and other materials, taking minutes.
  + Secure sponsorships and grow revenue for Always United programs and events.
  + Develop and execute strategies to engage soon to be or recent retirees in the work of United Way of the Midlands.
  + Develop measurements and reporting for Always United engagement.
* Direct Mail
  + Solicit and acquire individual annual donors, approximately $100,000 annually, through multiple donor centric direct mail communications.
  + Steward and cultivate donors acquired through direct mail efforts.
  + In conjunction with Communications and Marketing, develop online giving strategy for Direct Mail donors, as applicable.
  + Build strategic, year-round relationships with donors that align with the mission, vision and values of UWM.
* Community Engagement/Volunteerism
  + Support the Director of Community Engagement with the United Way Volunteer Center and its programs to grow impact-oriented volunteerism with individuals and corporations. Includes but is not limited to:
    - Manage Galaxy Digital website.
    - Assist with connecting individuals with volunteer opportunities.
* Other Essential Duties
  + Volunteers and actively participates in projects, special events, cross-functional teams or workgroups that support the work of the entire organization.
  + Participates and helps manage campaign and United Way events as directed.
  + Represents United Way with appropriate community group.
  + Other duties as assigned.
  + Tracking and completing tasks utilizing CRM.

**REQUIRED & PREFERRED QUALIFICATIONS**

**Required**

* Bachelor’s Degree in related field
* Proficient in Microsoft Office, Word, Outlook, PowerPoint and Excel.
* Ability to multitask and to be a self-starter.
* Strong written communications and public speaking skills.
* Ability to drive and have a valid SC driver’s license.
* Flexible in work schedule to all for early morning as well as evening and some weekend meetings and events.
* Ability to extract and analyze CRM data to drive revenue and engagement.

**Preferred**

* Prior fundraising or nonprofit development experience.
* Experience working with volunteer groups or providing staff support to boards or committees.
* Demonstrated ability to analyze and understand financial data and reports.

**SUPERVISOR AND/OR CONTACT INFORMATION**

Becky Morrison

Director of Community Engagement

United Way of the Midlands

1818 Blanding Street

Columbia, SC 29201

Email address: bmorrison@uway.org