UNITED WAY OF GREATER CHATTANOOGA

Job Description

United Way of Greater Chattanooga

POSITION TITLE: Director of Women United & Community Engagement
FLSA STATUS: Full Time/Exempt
DEPARTMENT: Community Engagement
REPORTS TO: Vice President, Marketing & Corporate Engagement

Purpose of Position:

The Director of Women United & Community Engagement works collaboratively with key internal and external partners to develop and implement community engagement initiatives; supports the progression of volunteer engagement revenue; and leads community engagement staff to execute United Way of Greater Chattanooga's community engagement priorities. The director develops methods to deepen relationships with community stakeholders and volunteers, as well as their connection to UWGC's work. This role oversees the execution of tailored programs and initiatives necessary to position United Way as the primary philanthropic conduit between individuals, their companies, and the communities in which they reside and operate through year-round engaging experiences. Manages the execution of tailored programs and initiatives necessary to engage affinity groups, using data analytics to determine donor interests and how to engage with them "where they are at". Oversees the volunteer strategies of affinity groups, ensuring the engagement and execution of volunteer roles and responsibilities. This position reports to the Vice President, Corporate Engagement & Marketing.

Major Areas of Responsibilities:

- Oversee affinity group programs, including Women United, Emerging Leaders and other related groups as approved by VP.
- Identify, cultivate and secure United Way ambassadors in support of affinity groups.
- Oversees strong partnerships with Relationship Management team to share and review information and reports to achieve mutual goals of increased participation and retention, ensuring the growth of UWGC community engagement results.
- Oversees collaboration with UWGC teams to leverage insights and expertise, ensuring robust, integrated strategies for UWGC affinity groups. Ensures materials developed are of the highest quality and are personalized for each volunteer engagement campaign and affinity group, utilizing a variety of print and electronic mediums to educate and cultivate deep, sustainable, year-round relationships between the donors and UWGC.
- Ensures the membership and performance of UWGC affinity groups is monitored, providing ad hoc progress reports and projections as needed. Leverages data analysis to identify trends and solutions, troubleshoot, and ensure the timely achievement of goals. Utilizes strategic analysis of data to drive programming and engagement, and the overall performance of the UWGC volunteer engagement and affinity groups.
- Implements training, one-on-one interviews, small group meetings and other techniques to facilitate community engagement in taking initiative to solve our most pressing community problems.
- Provide consultation, training and assistance to staff and volunteers on implementing engagement tools.
- Oversees the creation and tailoring of volunteer opportunities to address targeted needs of the UWGC individual donor societies, affinity groups and corporate partners. Ensures prospect and member education and engagement at volunteer events, facilitating donor awareness of

membership benefits as well as connections with community leadership while advancing the work of UWGC.

- Coordinate and manage community engagement events to ensure successful development and execution of program elements, advertising, recognition and collateral material.
- Manage community engagement staff.

Job Requirements:

- Bachelor's Degree with at least three years' experience in a leadership role.
- A background of progressive leadership experience in a nonprofit/foundation management role and understanding of the principles of fundraising.
- Outstanding verbal, written and presentation skills, with an ability to listen actively
- Experience with and understanding in working with complex operational budgets
- Microsoft Office skills and an extreme comfort with learning new technology. Experience with CRM systems a plus
- An ability to work independently or collaboratively in a fast-paced team environment
- Ability to manage people and projects to meet deadlines