United Way of Central Massachusetts
Job Description

Position Title: Manager Community Engagement / Women’s Initiative
Reports To: Vice President Community Engagement / Women’s Initiative Director
Job Classification: Full Time-Exempt

POSITION OVERVIEW
This position supports and advances the United Way’s mission of connecting people and resources to improve the community by implementing and measuring a community engagement strategy which positions the United Way as a leading mobilizer for community impact in the areas of education, economic stability, health, and emergency support. Engages volunteers in meaningful opportunities that make a measurable difference in the quality of life for people in the community.

RESPONSIBILITIES
● Execute engagement opportunities which address community needs in partnership with agencies, individuals, employers, and United Way staff.
● Gather data to measure impact and compile reports.
● Support marketing efforts, including content generation, writing and design of materials.
● Support grant and sponsorship outreach efforts, including drafting of proposals and materials.
● Coordinate meeting logistics, including scheduling, agenda, minutes, and organizing meeting materials.
● Represent United Way in the community.
● Oversee Community Engagement/Women’s Initiative intern and support positions by providing daily direction.

Women’s Initiative of the United Way of Central Massachusetts
● Support the Women’s Initiative Director to increase engagement of women in philanthropy and leadership to make positive change for middle-school girls.
● Organize member activities, events, and volunteer involvement efforts. Liaison with Marketing-Membership Committee.
● Manage donor services, including maintaining records in data management system, acknowledgement process, direct mailings, and communications.
● Support execution of annual slate of fundraising events and activities.
● Manage conference logistics of Women’s Initiative signature community impact program, Dollar $cholar, to mentor middle-school girls in financial literacy education. Liaison with Financial Literacy Committee.

Community Services
● Plan, manage, and implement projects that result in mobilization of community volunteers in direct service to the Central Massachusetts community, including Annual Day of Caring event, WooServes youth community service program, Worcester Free Tax Service Coalition and other projects resulting from corporate and community partnerships and national days of service.
● Manage and maintain Volunteer Center database of volunteer opportunities and Salesforce volunteer project management system. Lead Hands On Connect and Points of Light relationships.

QUALIFICATIONS
● Bachelor’s degree required.
● At least five years of demonstrated experience in the areas of project management, volunteer engagement, administration, and relationship building.
● Commitment to serving the community.
● Must be enthusiastic, self-motivated, and proven team player able to work in fast paced environment.
● Demonstrated oral and written communication skills.
● Valid Driver’s License and access to reliable transportation required.
• Strong proficiency in Microsoft Office applications and database management tools.