

UNITED WAY OF CENTRAL MASSACHUSETTS JOB DESCRIPTION

POSITION TITLE: Campaign Coordinator

DIVISION: United Way

STATUS: exempt

OBJECTIVE OF POSITION:

The Campaign Coordinator will lead the workplace campaign effort, identify new business and serve as a liaison to corporate partners.

ESSENTIAL FUNCTIONS:

Drives Revenue & Impact

- Develop and communicate strategy and vision for the annual UWCM fundraising campaign
- Utilize the StratusLive database to record and track all business engagement.
- Be engaged and cultivate relationships with community groups to identify qualified donor or campaign leads and to grow relationships to enhance and support achieving goals.

Strategic Relationship Building

- Engage donors year-round to nurture and enhance relationships.
- Connect donors' and prospects' areas of interest directly to United Way's work and inspire commitment and support for United Way.
- Continuously build and expand the network of donors by being visible and engaged in the community.
- Work effectively with other departments to achieve United Way goals and communicate to various stakeholders.

Effective & Engaging Communicator

- Effectively present the United Way message to businesses, employees, and the community.
- Listen to the concerns and interests of donors and prospects to connect them with United Way's mission.
- Assist with developing new marketing materials to tell the United Way message.

Embracing & Managing Change

- Effectively work with the President/CEO, UW Board members, and Senior Leadership to implement new and creative strategies for workplace campaigns to support United Way goals.

Entrepreneurial & Innovative

- Collaborate with other United Ways and the local community to meet organizational goals through special events and affinity groups.

- Practice effective stewardship by thanking donors, informing them about the impact of their gifts, and keeping them apprised of progress on Community Impact work.

KNOWLEDGE AND SKILLS:

- Bachelor's degree in related field and three - five years of relevant experience.
- Team player with the ability to work with UWCM senior management to achieve organizational goals.
- Strong organizational and project management skills with a detail for follow up.
- Strong verbal and written communication skills, including public speaking and presentation skills.
- Exceptional interpersonal skills with the ability to communicate to key stakeholders, peers, and staff.
- Ability to establish contacts with various corporations, businesses and donors.
- High degree of professional integrity to deal ethically with confidential information.
- Ability to work under minimal supervision.
- Excellent computer skills (minimum of Microsoft software programs).
- Possess a valid driver's license and have use of insured motor vehicle.

PHYSICAL AND MENTAL TASKS:

- Physical mobility to call on campaigns.
- Ability to drive a car.
- Ability to analyze and solve problems.
- Must possess good general mobility and have the ability to perform common physical activities in order to navigate office or other institutional/agency space.
- Ability to multi-task and prioritize.
- Ability to maintain a calm professional demeanor in a sometimes fast-paced environment.
- Ability to maintain a high degree of confidentiality in all situations.
- Ability to interact with diverse populations.
- Fluency in spoken and written English.
- Use of sight and auditory senses.
- Ability to lift/transfer 35 pounds.

WORKING CONDITIONS AND ENVIRONMENT:

- Multi-faceted agency focusing on fund-raising for community charitable organizations and initiatives.
- Normal office conditions, sitting for extended periods with many interruptions.
- Able to travel to meetings/training as necessary.
- Occasional early mornings/late evening work schedule.