



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: February 2024

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 and partners - All
 - An annual meeting and awards luncheon that conveys United Way's impact and recognizes top supporters (typically 400-500 people)
 - Educational events, as appropriate and needed.
 - Fundraising events - All.
 - 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
- 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.
- 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.

EDUCATION AND EXPERIENCE:

- Bachelor's degree in business, communications, public relations, marketing or related field

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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- Five to seven years of experience in event planning
- Three to five years of experience in business, fundraising, communications, public relations, marketing, 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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