



United Way of Central and
Northeastern Connecticut

Job Posting **Community Engagement Senior Manager**

About Us

United Way of Central and Northeastern Connecticut is one of more than 1,200 autonomous United Ways in our nation and nearly 1,800 community-based United Ways in 45 countries and territories. We have the unique ability, vision and resources to bring together diverse stakeholders around a community vision of creating positive change to achieve long-lasting results for children and families.

Our Mission

To engage and bring together people and resources committed to the well-being of children and families in our community.

Join Our Team! Career Opportunity

We are searching for a **Community Engagement Senior Manager** whose mission-driven, team-oriented and has a 'can-do'/solution outlook. The Community Engagement Senior Manager manages engagement strategies that will mobilize people to give, volunteer and advocate for United Way's community goals; provides support for raising alternate revenue; and implements strategies to effect positive public policy/advocacy change.

As the Community Engagement Senior Manager, you will:

- Manages comprehensive engagement strategies that align interests of individuals/groups with United Way's community priority areas; includes opportunities for ongoing and episodic volunteer, advocacy, and engagement opportunities that contribute to advancement of United Way's community goals.
- Cultivates deeper relationships with current and prospective United Way volunteers, contributors, community partners, funders and constituents; ensures appropriate/relevant follow-up including acknowledgement for engagement.
- Supports Director of Community Engagement and Vice President of Community Resources efforts to increase resources under management. Includes assistance with grant-writing and reporting.
- Manages innovative engagement strategies appropriate to United Way affinity groups, leadership donors, members of organized labor, regional advisory boards, and other groups of constituents.
- Leads and serves on cross-functional teams to support community engagement work as assigned, with emphasis on relationship between community engagement and resources needed to effect change (ex., increasing *Community Investment* funds, building public awareness of *Community Investment* and priority issues; increasing number of volunteers and advocates, etc.).
- Manages assessment of volunteers' knowledge about United Way and its role in changing community conditions, trust in United Way, and giving behavior as a result of engagement; and continuous improvement based on results.
- Manages strategies related to community conversations including reaching diverse constituents, timely and appropriate follow-up with participants, execution of on-going follow-up, theming, and sharing information with internal/external audiences.

- Manage external community collaborations and partnership teams to support the implementation of initiative work in the areas of financial stability and education.
- Develop strategic engagement plans for workplace accounts in partnership with the United Way Development team.
- Supports Director of Marketing and Community Engagement in engaging leadership level volunteers in community change efforts; raising awareness of United Way and fundraising
- Supports Director of Community Engagement and Vice President of Community Resources with development of strategy, planning, coordination and implementation for public policy/advocacy.
- Aligns with and/or implements United Way Worldwide strategies for community engagement, as appropriate, including participation in national calls-to-action and other endeavors.
- Coaches and supervises three full-time AmeriCorps VISTA members; which includes providing opportunities for professional growth and development to achieve organizational goals and objectives.
- Actively participates at community events and meetings to increase United Way's presence through networking, prospecting and relationship building.
- Responsible for creating and managing program budgets.

QUALIFICATIONS:

- Bachelor's degree in human services, development, marketing or related field required; Master's degree preferred.
- Three years of experience in the nonprofit sector, volunteer management, project management, fundraising/development, account management and/or marketing required; five years preferred.
- Demonstrates cultural competency.
- One to three years of experience as a supervisor preferred.
- Valid driver's license and reliable transportation.
- Occasional evening and weekend hours are required.
- Ability to work and engage with a diverse staff, volunteers, state and local government and philanthropic organizations, donors, community partners and independent contractors.
- Ability to prioritize and balance workload; ability to work in a fast-paced environment; able to react and adjust quickly to changing conditions.
- Ability to facilitate a team process.
- Excellent communication skills; able to communicate effectively and articulately in writing and orally; ability to keep his/her composure with the public and co-workers in everyday, stressful situations.
- Proficiency in Microsoft Office Suite required and Microsoft customer relationship management (CRM) preferred.
- Strong customer focus in all tasks and activities, even while at times under pressure.
- Ability to perform job with integrity, mission, vision and values consistent with United Way of Central and Northeastern Connecticut.
- Solid relationship management skills enhancing internal organizational relations, external community interactions, and in business development opportunities.

- Holds self and other team members accountable for achieving results.

COMPETENCIES:

- Mission-focused: Top priority is to create real social change that leads to better lives and healthier communities. This drives performance and professional motivations.
- Relationship-oriented: Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- Collaborator: Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- Results-driven: Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- Brand-steward: Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

How to apply:

Qualified applicants should submit a resume and a cover letter describing 1) their qualifications and experiences 2) salary requirements, and 3) how they learned about the position to:

United Way of Central and Northeastern CT
Human Resources
30 Laurel Street
Hartford, CT 06106

Email: positions@unitedwayinc.org No phone calls please.

United Way of Central and Northeastern Connecticut is an equal opportunity employer M / F / D / V.