

United Way of Northeast Florida

Position Description

# Position Title: Manager of Strategic Engagement and Stewardship

**Department: Volunteer & Community Engagement (VCE)**

**Reports to: Vice President, Volunteer and Community Engagement**

**Reviewed: November 9, 2018 FLSA Status: Exempt**

***Vision and Mission*:**

At United Way of Northeast Florida, we envision a community of opportunity where everyone has hope and can reach their full potential. Our mission is to solve our community’s toughest challenges by connecting people, resources and ideas**.**

## *Purpose of Position*:

The Manager of Strategic Engagement & Stewardship develops organizational priorities to establish deeper connections with individuals through volunteerism and engagement. This position supports United Way’s strategic framework goals to connect impact and resources. The position will lead the development and implementation of a strategic, integrated and collaborative approach to steward committed United Way volunteers and to drive impact in the areas of youth success, financial stability and health. The position will also help build and deepen relationships with people who care about Northeast Florida by leading an approach to lead individual volunteers to donor opportunities. In addition, long-range strategic priorities will be monitored and tracked against volunteer trends by using Get Connected (a volunteer management database), StratusLive (CRM tool) and Salesforce Philanthropy Cloud (an employee engagement platform). The manager position is a cross-functional role focused to drive data analytics in partnership with marketing, community impact and resource development teams to steward individual and corporate volunteers with a goal of increasing gifts and connectivity to United Way’s mission and brand.

***Key Responsibilities and Essential Functions***:

* Develop and execute a volunteer strategy for integrating resource development, marketing and communications and community impact
* Develop and implement an organizational recruitment, management, retention and recognition plan for volunteers
* Enhance and implement volunteer management programs that include United Way orientation to establish a deeper connection of individual volunteers with United Way’s mission and vision
* Develop and manage strategies to engage youth and young adult audiences, including social innovation and community service opportunities
* Manage and update the volunteer management and internship policy handbook in partnership with human resources for internal staff
* Develop and lead data management process to ensure that all individual volunteers are managed and tracked accurately and timely information is available for department reporting
* Develop a process that interconnects data from the volunteer management system to the CRM and Salesforce Philanthropy Cloud tools
* Manage strategic intersections to support Salesforce Philanthropy Cloud implementation in partnership with resource development, marketing and community impact, including content for volunteer module
* Lead social innovation strategies to support young adult engagement including the Upstream initiative and other college and university partnerships
* Evaluate and continuously improve the strategic engagement strategies using data and qualitative feedback from individual participants
* Create strategies in partnership with resource development and marketing teams to convert volunteers to donors
* Develop schedules engagement touchpoints for individual volunteers in partnership with marketing and communications
* Research and establish a volunteer recognition program with clearly defined goals and objectives
* Lead a process that includes regular dashboard and reporting on volunteer activities and trends within the organization

Candidates must also possess proven track record of event planning/management, volunteering, and an ability to communicate effectively to and engage diverse audiences.

***Experience/Position Requirements*:**

* Education: Bachelor’s Degree (minimum)
* Experience: Three or more years of related experience to include volunteer recruitment and management, community outreach and program management
* Excellent at strategy development
* Strong technology and reporting experience
* Planning and organizational skills with the ability to provide short and long term planning
* Excellent oral, written and digital communication skills
* Outstanding analytical skills
* Knowledge of resource development and its connectivity to volunteerism a plus
* Must have own vehicle and appropriate insurance- some fieldwork is required

***Professional Core Competencies Required***:

* Mission Focused: Creates real social change that leads to better lives and healthier communities. This drives performance and professional motivations.
* Relationship Oriented: Places people before process and is astute in cultivating and managing relationships toward a common goal.
* Collaborator (Includes teamwork and communication): Understands the roles and contributions of all sectors of the community and can mobilize resources (financial & human) through meaningful engagement. Strong supporter of a team environment.
* Results Driven: Dedicates efforts to shared and measurable goals for the common good; creating, resourcing, scaling and leveraging strategies and innovations for broad investment and impact.
* Brand Steward: Understands role in growing and protecting the reputation and results of the greater network.

***General Physical Requirements for Essential Functions of the Job:***

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job the employee is regularly required to sit, talk, and/or hear. Continual use of the hands with wrist and finger movement using a keyboard is required*.* Specific vision abilities required by this job include long hours viewing a computer monitor screen. The employee may occasionally travel using personal vehicle and/or work outside normal office environment.

*This description is not designed to contain a comprehensive inventory of all responsibilities and qualifications required of all team members assigned to this position. It is intended only to describe the key elements relative to each section. Also, duties and/or requirements of this position may be modified, added or deleted at any time. This supersedes all descriptions previously written for the same position. Unique equivalent skills and experience may possibly substitute for required position requirements.*

*United Way of Northeast Florida is an Equal Opportunity Employer and a Drug Free Work Environment.*