

United Way
of Laramie County



United Way of Laramie County

Community Engagement & Marketing Coordinator

Organization

At United Way of Laramie County, all team members envision a community where all individuals and families have the opportunity to achieve their full potential. This drives our performance and professional motivation. Each employee grows and manages relationships through meaningful engagement to responsibly mobilize and leverage community resources to create long-term changes that produce healthy, educated and financially stable individuals and families in Laramie County. Together, we create resources and leverage strategies for maximum community investment and impact by:

- Igniting our community, and thereby mobilizing people who live and work in Laramie County to action to give, advocate and volunteer;
- Connecting all sectors of society – individuals, businesses, non-profit organizations and governments – to create long term change;
- Raising, investing and leveraging the funds to create and support innovative programs and approaches to generate sustained impact in Laramie County;
- Continually measuring improvement in Laramie County in the areas of education, financial stability, and health;
- Holding ourselves accountable to our community.

United Way of Laramie County staff are:

Mission-Focused: Create real social change, understanding that improved lives, is the end game. This drives performance and professional motivation.

Team-Oriented: Act as a cohesive and open-minded team.

Relationship-Oriented: Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.

Collaborative: 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 understand the role in growing and protecting the reputation and results of the greater network.

Position Description

Community Engagement Program Development & Management

- Manage the grant funding processes and other resource distributions to community partners and programs.
- Facilitate collaboration between community programs, assist in capacity building and training of community programs' leadership.
- Lead the implementation of internal activities and services that address community problems.
- In tandem with Executive Director, manage the Community Investment Review Panel (board members & volunteers).
- Help internal and community programs succeed through fundraising and procurement of other resources including grants, in-kind donations, and volunteers.
- Identify opportunities to participate with community organizations, committees and councils that will lead to the realization of United Way's community impact goals and increase community awareness of their work and brand.
- Oversee and administer Emergency Food & Shelter Program with local board of Laramie County.
- Oversee Human Services Advisory Council.
- Work closely with City and County elected officials and staff to secure funding.
- Assist in all activities of United Way by working in a team environment.
- Communicate regularly and attend UWLC collaborative meetings.
- Maintain and build new collaborative relationships throughout the county.
- Stay current and provide updates on knowledge of economic issues locally, statewide, and nationally, including programmatic trends, promising practices and public policy.

Strategic Planning

- Develop and implement innovative activities to address gaps in services related to Education, Economic Mobility, and Health across the county.
- Establish a model that incorporates measurable outcomes. Develop and implement system for collecting program data from our funded partners to evaluate the effectiveness of the program. Gather statistical information, as required by funding sources to report on program effectiveness. Learn and utilize the e-Cimpact program designed to capture that data.

Grant Management and Fundraising

- Write competitive grants to secure funding, as assigned. Research, submit for local related grant funding opportunities.
- Collaborate with staff on projects in need of grant funding.
- Collaborate with Executive Director to develop and implement the annual fundraising plan; incorporate Community Funded Partners in activities.

Marketing & Communications

- Oversee the planning, development and implementation of the media and PR strategy that supports UWLC's goals and objectives.
 - Work cross-departmentally to actively pitch stories to media (broadcast, radio, print) on a consistent basis.
 - Work closely with Executive Director to build messaging for the organization.
- Ensure that brand identity, messaging and marketing and community strategy are infused in all organization efforts (programming, development, etc.)
 - Build mutually beneficial advertising partnerships (radio, TV, billboards, etc.)
 - Prepare campaign materials (training materials, advertising, posters, etc) for annual employee giving campaign.
 - Prepare talking points for all UWLC staff and board members to keep everyone on message.
 - Development and design marketing collateral promoting the annual campaign as well as all UWLC programs and initiatives.

Additional Responsibilities:

- Support all members of staff in UWLC activities.
- Assist with event planning along with media placement, design and social media strategies.
- Maintain strong relationships with key partners and represent UWLC at professional and community events.
- Assist in fundraising and development process by building and maintaining authentic relationships with residents/participants, donors and community partners.
- Support all departments internally to ensure that the organization is aligned with our overall strategic plan.

Educational Requirements

Bachelor's degree or work experience equivalent in a related field, or non-profit.

Minimum of 3 years or experience in marketing / non-profit work / human services work / or a combination.

Qualifications/Requirements

- Ability to engage, lead and motivate potential donors, community leaders, community partners and volunteers.
- Comfortable asking people for donations (money and in-kind contributions).
- Ability to maintain high level of confidentiality.
- Experience with group presentations and providing training and technical assistance.
- Strong interpersonal communication and multi-tasking skills.
- Excellent written and verbal communication skills.
- Organization and time management skills.
- Experience with recruiting and managing volunteers.
- Proficiency with Microsoft Office Suite.
- Graphic Design Capabilities.
- Ability to initiate action and work independently or as part of a team.
- Ability to adjust to changes and to work effectively under stress.

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Physical and Mental Demands:

- Requires time away from the office, attending activities and meetings.
- 40 hour work week. Not all activities are during the 8-5 workday. Some after hours and weekend events occur occasionally.
- Must have a valid driver's license and provide personal vehicle.
- Must pass a background check.
- Must be able to lift 30 lbs.

Work Environment

Office-based setting with a flexible schedule to allow for after hours events. Some local travel for fundraisers, activities and meetings are often held at various locations around the county. Our organization is a small staff of 3 to 5 people so team work is essential.

Salary and Benefits

Range \$45,000 - \$55,000

Paid holidays, vacation and sick leave.

403 (B) matching retirement

The position is open until filled however application materials received by June 30, 2023 will receive priority consideration. To apply, email Kris Whitfield at director@unitedwayoflaramiecounty.org. Resume and cover letter required.

This is not intended to be a complete list of responsibilities, duties, and skills required.