

Job Description

United Way of South Central Tennessee

Job Title: Community Engagement Coordinator
Reports to: Vice President of Development and Engagement
FLSA Status: Regular Part-Time Exempt
Date Revised: March 2025

POSITION SUMMARY: The Community Engagement Coordinator supports the mission, goals, values, and philosophy of the United Way of South Central Tennessee service area by exhibiting the following professional behaviors: commitment to excellence, exceeding expectations, efficiency and effectiveness, and accountability. As a member of the United Way of South Central Tennessee professional team, the individual's performance includes superior demonstration of the following professional attributes: ethical leadership, effective communication, teamwork, and job knowledge. The Community Engagement Coordinator develops and implements goals and strategies that support the mission and vision of the United Way.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Plan, enhance, and execute UWSCT volunteer events such as three (3) Days of Action (Baby Basics, Volunteer Day, and Stuff the Bus) and other internal volunteer events, as needed, throughout the year to support United Way's engagement and stewardship goals, including but not limited to:
 - Supports other United Way events as directed
 - Volunteer opportunities designed for specific United Way donors and corporate partners
- Maintain the volunteer online platform, Volunteer Connect, including platform management, volunteer and agency communication, actively recruiting needs and volunteers, and keeping records up to date.
- Provide administrative support to Vice President of Development and Engagement and Resource Development Department including but not limited to:
 - Scheduling
 - Communications
 - CRM management
 - Mailings
 - Event preparation, when needed
 - Preparing materials
 - Assisting with stewardship activities
- Represent United Way in the community through various activities
- Play a key role in strategies that convert volunteers to donors
- Evaluate opportunities for segmented audiences and develop those opportunities as appropriate

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:

Preferred: Associate's or Bachelor's degree in business, communications, public relations, marketing or related field or equivalent experience.

Three to five years of experience in administrative support, CRM management, event planning, volunteer coordination, or fundraising.

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.

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
- 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. Off-site meetings and events, on occasion, are also a component of this position. This position has physical requirements such as, but not limited to the ability to lift 25+lbs, load and unload event materials, and event set up. 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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