



United Way
of Greater Greensboro

POSITION DESCRIPTION

JOB TITLE:	Director, Volunteering and Advocacy
DEPARTMENT:	Marketing and Communications
LOCATION:	United Way of Greater Greensboro
REPORTS TO (Title):	Chief Marketing Officer
FLSA STATUS:	Full-Time Exempt
UPDATED:	September 2022

POSITION SUMMARY:

The United Way of Greater Greensboro's Director, Volunteering and Advocacy successfully engages individuals, organizations, and the community at-large to build and achieve organizational outreach and engagement goals. This position is the UWGG staff lead for Volunteers & Advocacy, and for UWGG Affinity Groups. This position has a key role in supporting and executing UWGG events.

ESSENTIAL FUNCTIONS:

- Develop and lead a process that identifies volunteer and advocacy opportunities, and related volunteer recruitment strategies, corresponding processes, metrics, with the purpose of increasing recruitment and inclusivity of volunteers
- Support volunteer to investor conversion pipeline
- Represent volunteer engagement staff on cross-departmental workgroups as needed
- Deliver innovative volunteer experiences that are embedded with Diversity, Equity, and Inclusion considerations and strategies with emphasis on diverse and community-based audiences
- Design a comprehensive volunteer and advocacy strategy that supports UWGG engagement goals in new business sponsorship, corporate engagement, and individual donor engagement
- Reinvigorate affinity group engagement and outreach in support of annual strategic plans
- Plan, conduct, and lead monthly meetings with affinity group cabinet chairs and members, with a goal of increasing membership and engagement
- Co-develop volunteer engagement communications/marketing strategy with the Marketing and Communications department
- Identify community outreach opportunities such as fairs, festivals, and other community events, and assist with networking and presentations in the community
- Ensure volunteer engagement strategies/work are aligned with UWGG goals and priorities
- Identify, recruit, and hold accountable multiple sets of diverse volunteers
- Fosters departmental and organizational teamwork by participating in special projects, cross-functional teams, and annual activities
- Participate in United Way Worldwide, and other national, regional and state volunteer organizations to stay current and connected in the field of volunteer management

OTHER DUTIES:

- Other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Proficient with computers and software, including Google Suite, Microsoft Office and Zoom
- Ability to quickly learn and use a variety of other software platforms (Andar)
- Ability to work and build relationships with a diverse staff, volunteers, community members, governments, philanthropic organizations, donors, community partners and corporate partners
- Interpersonal skills with the ability to manage sensitive situations
- Ability to facilitate a team process
- Ability to define problems, collect data, establish fact and draw conclusions
- Ability to manage multiple priorities, maneuver complex work environments, engage in planning and problem-solving, and execute details with minimal supervision
- Holds self and other team members accountable for achieving results
- Ability to communicate (oral and written) in English, Spanish a plus
- Demonstrated ability to coach employees and address performance issues as needed
- Demonstrated ability to quickly learn new systems and skills as needed
- Experience with public speaking preferred
- Experience designing and implementing engagement strategies and projects, developing collaborative projects and securing agreements or contracts preferred

EDUCATION AND EXPERIENCE:

- Bachelor’s degree in marketing/communications/or related field.
- 2-3 years’ experience engaging and leading community volunteer groups

PHYSICAL REQUIREMENTS:

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 required to:

Regularly: 66% of time or more	Frequently: 33% to 66% of the time	Occasionally: 33% of the time or less
Sit	Stand	Climb
Talk	Walk	Balance
Hear	Reach with hands and arms	Stoop
Use hands to handle or feel		Kneel/Crouch
Lifting:	Able to lift 30 pounds without assistance.	
Vision:	Close vision	Distance vision
		Ability to adjust focus

Hazards Exposure: the employee is occasionally exposed to:

The potential of	Working Conditions:	Noise Levels:
	Normal business office	Usually below OSHA limits