



**DIRECTOR OF COMMUNITY RELATIONS**

<b>Position Title:</b>	Director of Community Relations
<b>Reports To:</b>	President/CEO
<b>Type of Position:</b>	Full-time; Permanent
<b>FLSA Status:</b>	Exempt

**ROLE:** The Director of Community Relations supports the mission of United Way of Yellowstone County (UWYC) by providing strategic leadership and direction for integration of fund development, communications, and engagement. The Director of Community Relations is responsible for elevating UWYC’s visibility and community relevance; raising \$1M+ through events, grants, workplace giving, and individual philanthropy for United Way programming; and building, supporting, and advancing high-quality, year-round relationships. The position is also responsible for advancing the brand and positively positioning UWYC as a philanthropic leader and trusted partner in the community; providing creative direction and oversight for all creative deliverables; creating and implementing a company-wide integrated marketing plan; and collaborating with staff to ensure consistent messaging and uniformity of presentation.

The Director of Community Relations is a relationship-builder and connection-maker. This outward-facing role will require the candidate to have sales/fundraising experience, leadership abilities, and willingness to open doors to personal and professional networks to drive new financial support and corporate engagement for UWYC.

**DUTIES AND RESPONSIBILITIES:**

Resource Development (50%)

- Manage the Annual Workplace Campaign.
- Retain current donor base and develop new corporate/individual donor relationships to maximize revenue growth with donors at all levels of giving, company leadership, key influencers, and campaign leaders.
- Responsible for integrating fundraising and volunteer engagement campaigns into mutually-beneficial outcomes for participants.
- Secure funds outside of annual workplace campaign, including corporate sponsorships, grants, special events, and employee volunteer engagement projects.
- Develop, execute, and manage a comprehensive donor communication strategy that includes direct mail, email, personal outreach, social media, etc.
- Plan, execute, and manage community visibility engagement events (i.e.: CommUnity Rally, events for workplace campaigns, affinity groups).
- Serve as staff liaison and manage the recruitment, training, and recognition of Resource Development Committee, Campaign Cabinet, and Employee Campaign Coordinators.

### Marketing & Communications (25%)

- Plan and execute effective marketing and strategic communications initiatives and projects that build the brand, strengthen relationships with key constituencies and drive revenue generation and volunteer engagement.
- Assure adherence to branding and maintenance of appropriate, inspired-content on all organizational communications including UWYC's public website, emails, e-news, social media, media press releases, media stories, marketing materials, mailings, and other documents.
- Function as an effective brand steward, providing peer-to-peer leadership, training, and support to help all staff consistently deliver the ideal messaging.
- Design collateral materials for resource development, volunteer engagement and community impact.
- Actively participate in community events, organizations, and meetings to increase United Way's presence through networking and relationship building.
- Maintain calendar of events to properly synchronize and promote engagement opportunities.
- Recruit, train, and manage marketing intern.
- Serve as staff liaison for Marketing Task Force.

### Engagement and Volunteerism (15%)

- Integrate fund development strategies with corporate volunteer engagement.
- Supervise the Volunteer Engagement Coordinator.

### Administrative (10%)

- Design strategies and accurate tracking for integrated workplace giving campaigns and volunteer engagement activities.
- Maintain current knowledge of and relationships with community resources that support UWYC's work – including other non-profits, government entities, school districts and other organizations.
- Stay current with all available market research and advise on community issues, donor trends, and any other factors that may influence the effective positioning of UWYC.
- Keep abreast of best practices and emerging trends in public and private sectors as related to fund development, marketing, and health and human service areas.

### **Other Duties:**

- Due to its leadership role United Way is called upon to support the community during times of crisis, it is the expectation that all United Way staff will be fully engaged in the organization's crisis plan and response efforts.
- Provide assistance as needed to other UWYC programs and personnel.
- Always serve as an UWYC ambassador by communicating the mission and vision of United Way.

#### EDUCATION AND EXPERIENCE:

- Bachelor's degree or five years relevant experience (fundraising, volunteer management, donor relations, marketing/communications and/or business development and sales).
- Demonstrated success with fund development and marketing campaigns.
- Experience with developing strategic plans, setting goals, and measuring performance.
- Budget management experience.
- Supervisory experience.
- Demonstrated success leading multiple complex projects with diverse stakeholders.

#### KNOWLEDGE & SKILLS:

- Possess a strong understanding of UWYC priorities and community needs and help to strengthen and emphasize the impact to secure more investment locally.
- Customer-focused (with strong customer service skills), data-driven, innovative, and results-oriented.
- Demonstrated experience with project management.
- Self-starter and team player, with a positive outlook and ability to manage ambiguity and change.
- Proficient in identifying solutions and opportunities—transforming ideas into action.
- Proficiency in Microsoft applications (especially Word, Excel, and Outlook) and CRM database software.
- Strong organizational and interpersonal skills, with a proven ability to manage to multiple deadlines in a fast-paced environment.
- Ability to communicate effectively both verbally and in writing to interact effectively with people of diverse backgrounds.
- Possess a valid Driver's license and current auto liability insurance and reliable transportation.
- Available to work Monday-Friday daytimes with occasional evenings, weekends, or early mornings.

#### OVERALL SKILLS & ABILITIES:

- 1. Language Skills:** Ability to read, analyze, and interpret professional documents. Ability to write and create documents in a manner that is understandable and organized. Ability to effectively present information and respond to questions. Ability to use effective interpersonal communication skills when interacting with staff, donors, community partners, and others.
- 2. Communication:** Excellent skills communicating with diverse individuals and groups.
- 3. Reasoning Ability:** Ability to solve practical problems and deal with a variety of variables. Ability to synthesize a large amount of information into concrete needs and action steps. Ability to engage in strategic thinking and planning.
- 4. Physical Demands:** The physical demands of the position are representative of those an employee encounters while performing the essential functions of this job. The employee can expect to sit or stand in front of a computer for long periods, extensive use of computer keyboard, ten-key, and phone. General movement around the office for communicating with others, using the copier, and filing. UWYC may make accommodations for those with disabilities to perform the essential functions of the job. The noise level in the work environment is usually low to moderate.

### UNITED WAY CORE COMPETENCIES FOR ALL STAFF

- Mission-Focused: Catalyze others' commitment to mission to create real social change that leads to better lives and healthier communities. This drives their 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.

### DIVERSITY, EQUITY & INCLUSION STATEMENT:

Diversity is a core value at UWYC. We are passionate about building and sustaining an inclusive and equitable working environment. We believe every member on our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design and deliver solutions.

Diversity, equity, and inclusion are vital to achieving our mission, living our values, and advancing the common good. UWYC is committed to diversity, equity and inclusion within its own organization and the community. The officers, directors, committee members, employees and persons served by UWYC shall be selected in a manner to promote diversity, equity, and inclusion and entirely on a non-discriminatory basis with respect to race, religion, national origin, ethnicity, age, gender, gender identity and expression, disability, sexual orientation, veteran-status, familial status, or socio-economic status.

### Compensation:

Hiring Salary Range: \$55,000-\$65,000, DOE.

### Benefits:

United Way offers flexible schedules and a comprehensive benefits package:

- 100% employer paid health/dental/vision premiums
- A minimum of 10 vacation days, 12 sick days, 11 holidays, and 2 personal days
- 403(b) with 5% employer contribution and 5% employer match after the first year
- Flexible spending and dependent care accounts
- Free before-and-after-school Childcare

### To Apply:

Interested applicants should submit a resume and cover letter via email to Dean Wells, HR Director, [unitedway@uwyellowstone.org](mailto:unitedway@uwyellowstone.org), using "Director of Community Relations" in the subject line.