

Position Title: Community Campaign Coordinator

Reports to: Vice President of Impact and Development

Work Schedule: Full-time position (37.5 hr. work week). Core hours of Monday-Friday, 8:30-4:30pm. Must be able to work a flexible schedule with the likelihood of some early morning, evening and weekend work.

Position Description and Purpose:

This position will work together with local organizations and individuals to achieve positive and lasting change in our community through fundraising and mobilizing resources. Responsibilities include coordinating annual fundraising efforts, organizing events and facilitating community engagement efforts. This position serves the geographic areas of Ashland-Bayfield WI counties, the North Shore (Lake-Cook MN counties) and the Superior-Douglas WI County community. The position will work a split schedule between the Superior and Duluth offices with occasional travel to the other communities in the geographic service area as applicable for annual community giving campaign activity. The Community Campaign Coordinator, with direction from the VP of Impact and Development, will be responsible for the day to day operations of the Superior Office.

Key Responsibilities

Workplace Campaign Account Management:

- Provide support and consultation to help companies design and implement effective employee giving campaigns
- Serve as primary liaison with employee campaign coordinators (ECCs)
- Develop and strengthen relationships with companies, donors, and volunteers
- Assist in the development and implementation of employee campaigns in a defined portfolio of companies in the Ashland-Bayfield WI Counties, the North Shore (Lake-Cook MN counties) Superior, WI/Douglas County area, as well as supporting overall campaign efforts
- Identify companies and donors for staff to cultivate beyond the traditional campaign period

Campaign Activity and Stewardship:

- Make presentations to individuals and groups with the intent of asking for contributions to support the Head of the Lakes United Way (HLUW) mission
- Act as a resource for external and internal audiences
- Arrange for materials, speakers and other resources to support the workplace campaigns
- Establish communication mechanisms to keep companies and ECCs informed and engaged
- Complete the workplace campaign process from consultation through thoughtful stewardship and recognition of companies, ECC's and volunteers
- In conjunction with the campaign team, help organize annual campaign events including the campaign kick-off, ECC Trainings, fundraising events and the celebration luncheon
- Recruit, manage and recognize campaign volunteers
- Participate in select regional events to maintain visible United Way presence (as scheduled)
- Participate in campaign meetings and complete other campaign related activities as assigned

Data Organization and Reporting:

- Maintain accurate records of accounts
- Utilize the CRM software ANDAR to maintain accurate contact data, communications, and stewardship
- Provide regular account updates to the campaign team and director on progress and goals
- Complete UW reports as needed
- Assist with community data analysis and communication

Qualifications

1. Bachelor's Degree or equivalent combination of experience and education in Business, Marketing, Fundraising, Communications or a related field.
2. Strong communication skills – written and verbal
3. Proficiency with Microsoft Office and Outlook
4. Proficient computer skills (familiarity with database/customer relationship management systems preferred)
5. Strong organizational skills & attention to detail
6. Ability to handle multiple projects and meet deadlines
7. Self-motivated, independent worker
8. Strong community/relationship building skills
9. Demonstrated public speaking experience
10. Must have valid driver's license, automobile insurance, and a reliable vehicle

Benefits: Starting Minimum: \$17.27/hr. Salary commensurate with experience and education. Health benefits provided.

Application Instructions:

For consideration please submit a resume, cover letter and 3 references by the application deadline, **Monday, February 12th by 9AM** to Michelle Hargrave at mhargrave@hlunitedway.org or mail to:

Attn: Michelle Hargrave
Head of the Lakes United Way
424 W. Superior Street, Suite 402
Duluth, MN 55802

For questions contact Michelle Hargrave at 218.726.4771 or email mhargrave@hlunitedway.org