

Position Title: Community Engagement Coordinator
Reports To: Chief Executive Officer
Status: Part-Time, Non-Exempt
Location: United Way of Northern New York Office and Offsite as Needed
Hours: Flexible; Estimated at 25 hours per week, with occasional evenings and weekends as required for events and community engagement

United Way of Northern New York's (UWNNY) mission is to unite communities, resources, and partners to collaboratively address local needs, foster impactful programming, and enhance quality of life.

Position Description

The Community Engagement Coordinator plays a key role in advancing UWNNY's fundraising efforts, partnership development, and community outreach. Working closely with the CEO, this individual will focus on strengthening relationships with workplace campaign coordinators, donors, businesses, nonprofit organizations, and community leaders to expand United Way's impact.

The successful candidate will be a forward-facing representative of United Way, responsible for cultivating new partnerships, deepening donor engagement, and supporting workplace giving efforts. This role requires strong interpersonal and communication skills, high initiative, and a deep understanding of North Country communities (Jefferson, Lewis, and St. Lawrence Counties).

Regular travel is required throughout the North Country; a leased vehicle is available for staff use.

Essential Duties and Responsibilities

- Assist in fundraising efforts, including donor cultivation, stewardship, and engagement.
- Build and maintain strong relationships with workplace campaign coordinators to enhance participation and increase giving.
- Identify and develop new partnerships with businesses, community organizations, and stakeholders.
- Strengthen existing partnerships by maintaining regular communication and engagement.
- Represent United Way at community events, meetings, and networking opportunities to promote the organization's mission.
- Work collaboratively with the CEO and marketing team to develop messaging, social media content, and event promotions that increase community involvement.
- Assist in the planning and execution of special events, including donor recognition events and fundraising campaigns.

- Support volunteer engagement efforts, helping to connect individuals and organizations with meaningful opportunities.
- Maintain donor and partner records in CRM Lite and assist in tracking engagement metrics.
- Provide input on community needs and trends to inform United Way's initiatives and strategic planning.
- Perform administrative tasks related to donor and partner communication.
- All other duties as assigned.

Qualifications

Qualified candidates for the position will possess the following:

Education and Experience Required

- Bachelor's degree in communications, marketing, nonprofit management, or a related field preferred. Equivalent experience may be considered.
- 2+ years of experience in community engagement, fundraising, marketing, or nonprofit development.
- Strong verbal and written communication skills with the ability to engage diverse audiences.
- High initiative, energy, and ability to work independently while collaborating effectively with a team.
- Knowledge of the tri-county area (Jefferson, Lewis, and St. Lawrence Counties) and key community stakeholders.
- Experience with workplace giving campaigns, donor relations, sponsorships, and event coordination is a plus.
- Proficiency in Microsoft Office and CRM platforms (or willingness to learn).
- Ability to manage multiple projects and deadlines in a fast-paced environment.
- Sound judgment, discretion, and commitment to maintaining confidentiality.

Competencies

- Relationship Builder
- Effective Communicator
- Adaptable and Self-Motivated
- Results-Driven
- Community-Focused
- Strategic Thinker
- Professional and Positive Attitude

Physical Demands

The physical demands described here (sitting, standing, lifting, etc.) 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. Occasional walking or standing is required. The hands are regularly used to write, type, key and handle or feel small controls and objects.

Employee Signature

Date

Supervisor Signature

Date