



United Way of Central Kentucky

Title: Director of Community Engagement

Location: United Way of Central Kentucky, 604 North Main St, Elizabethtown, KY 42701

Reports to: UWCK President & CEO

Status: Full time (including some nights and weekends), Exempt

Salary Range: \$32,000-\$38,000/year paid twice monthly via direct deposit plus cell phone stipend and reimbursement for work-related travel.

Summary:

United Way of Central Kentucky (UWCK) is advancing the common good in Hardin, Breckinridge, Grayson, LaRue, and Meade Counties by providing help today in ways that strengthen tomorrow. Our work ensures that children are ready to learn when they enter school and are nurtured by families that have the financial stability to support both their basic needs and future success. United Way has the scope, expertise, and influence to bring together human services agencies, government, businesses, private foundations and dedicated volunteers around a common vision of creating maximum impact and achieving long-lasting results.

The Director of Community Engagement will help position UWCK as a convener of volunteer and financial resources through community engagement, resource development, volunteer engagement, and donor relations. The Director will increase revenue through recruiting new corporate partners, deepening existing relationships, managing fundraising accounts, and developing strategic volunteer opportunities. This position is responsible for overseeing UWCK's internal programs and pursuing new opportunities for partnerships that align with Community Impact and strategic volunteer priorities.

Core Competencies:

- Strategic Relationship Builder
- Effective & Engaging Communicator
- Embraces & Manages Change
- Persistent Problem-Solver
- Drives Revenue
- Entrepreneurial & Innovative

Key Accountabilities:

Community Impact:

- Engage community members and corporate partners in meaningful volunteer service, seeking out new opportunities for volunteerism aligned with UWCK's Community Impact Priorities.
- Oversee internal programs that align with Community Impact goals, such as Volunteer Income Tax Assistance (VITA), Way to Work (W2W), financial education, volunteer placement, and other direct service initiatives.
- Engage current and prospective supporters in programs like the United Way Fellowship program and United Way Express.
- Seek strategic partners for new or expanded collaborations that improve outcomes for at-risk families.
- Identify new foundation, private, and government funding opportunities aligned to United Way's Community Impact plans, with a top priority on growing Priority areas of Education and Financial Stability.
- Develop new opportunities to promote UWCK's work as a Community Impact organization and serve as a public relations ambassador, representing UWCK in collective initiatives with community partners.
- Identify and implement monetary volunteer opportunities aligned with United Way's Community Impact priorities.
- Support United Way's commitment to excellent customer service by facilitating communication and relationship-building with community partners and key stakeholders (local organizations, businesses, and individuals).

Resource Development:

- Identify and cultivate potential new business opportunities for United Way campaigns.
- Maintain a portfolio of individual donors and corporate relationships to cultivate, solicit and steward.
- Deliver presentations about United Way programs and impact to companies, agencies and community groups.
- Build relationships with workplace accounts (CEOs, Employee Campaign Managers, and donors), leadership donors, and volunteers.
- Implement plan for year-round engagement of high potential investors, sponsors, and corporate partners.
- Oversee volunteers participating in the United Way Fellowship program.
- Implement recognition programs for all levels of donors, including in-kind supporters.
- Research and apply for Community and National grants (Corporate, Foundations, and Government) to provide funding sources for United Way of Central Kentucky key programs such as 211, Way to Work and Money Sense.

Qualifications:

- Bachelor's Degree in marketing, business, communications, PR or a related field and 3+ years professional experience.
- Strong customer service skills including the ability to tie United Way benefits to partner needs.
- Ability to work independently and as a part of a team.
- Ability to adapt and work in ambiguous situations.
- Excellent written, oral communication and presentation skills.
- Demonstrated project and process management skills.
- Strong analytical and problem-solving skills.
- Strong attention to detail.

- Ability to prioritize multiple responsibilities.
- Proficiency in a Microsoft Office environment, including Word, Publisher, Excel, PowerPoint and Outlook.
- Willingness to accommodate requests for support outside of regular business hours on occasion, with appropriate notice.
- High-energy individual who takes initiative with a positive outlook and can thrive in an environment of change.
- Commitment to excellence and to the mission of United Way.

United Way of Central Kentucky is an equal opportunity employer. Successful candidate will be required to complete federal background check prior to hiring. Reasonable accommodations may be made for qualified individuals with disabilities to perform the essential functions. UWCK is a Charter Member of Employers of National Service and will grant interviews to candidates who successfully completed National Service Programs (including AmeriCorps VISTA, NCCC, AmeriCorps State & National programs).

How to Apply:

Email resume with cover letter and work samples to reppes@unitedwayck.org. Applications submitted without this supporting documentation will not be considered. Position will remain posted until filled.