



United Way
of South Hampton Roads

We bring people and resources together to solve problems too big for any of us to solve alone.

UNITED WAY OF SOUTH HAMPTON ROADS
Director, Volunteerism

Title:	Director, Volunteerism (\$55,000-65,000)
Department:	Marketing
Report To:	Chief Marketing & Strategy Officer
Date Created:	November 2022

Why Work for United Way

Do you want to leave work every day knowing that you made an impact? At United Way of South Hampton Roads (UWSHR), you'll work in a fun and supportive environment where every day is a new opportunity to make a difference. If you talk to our employees, the single trait we all have in common is passion. We work hard because we love what we do and we know how much our community needs us. You'll learn from some of the best in the business and be constantly challenged in an ever-changing industry. Plus, we offer excellent benefits and opportunities for advancement. If you want to be great while doing good, join the United Way team.

If you are motivated, hard-working and passionate, United Way may be the perfect place for you. Successful candidates will have volunteer engagement, project management and event planning experience and a positive, problem-solving attitude that doesn't crack under pressure. You must be able to communicate effectively with your team, manage details with ease, and provide excellent internal and external customer service.

Objectives & Expectations

The Director of Volunteerism is responsible for designing and implementing a volunteer strategy that positions United Way as the leader for individual and corporate volunteerism in our community. The successful candidate should have a strategic mindset balanced with the experience and willingness to hit the ground running on execution. The Director of Volunteerism will increase engagement with and affinity toward UWSHR among the public, donors, partners and volunteers through exceptional volunteer experiences. This position will provide strategic input; help create and implement a volunteer engagement plan; collaborate with partners to identify needs and opportunities; execute a wide variety of events; measure results and make adjustments for continuous improvement.

Commitment to Equity, Diversity & Inclusion

We take the broadest possible view of diversity.

We value the visible and invisible qualities that make you who you are.

We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community.

We believe that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems.

We strive to include diversity, equity, and inclusion practices at the center of our daily work.

We commit to using these practices for our business and our communities.

Cultural Competence: The Director of Volunteerism adapts a lens of cultural competency that conveys empathy, support, and an understanding of the people they work with both internally and externally, engage with, and the people they serve. This competency helps to build trust and effective engagement, build stronger relationships, expand our organization's reach, and more effectively and respectfully engage with people regardless of background.



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Core Competencies are characteristics that all employees are expected to exhibit as a member of the UWSHR team. For complete details that include attributes and behaviors please see the United Way Core Competencies Checklist in the shared Human Resources Network Folder. These include:

- **Mission Focused:** The top priority is creating real social change that leads to better lives and healthier communities.
- **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:** Understands his/her role in growing and protecting the reputation and results of the organization, and thus, the greater network.

Key Accountabilities include the following:

1. Project manage all volunteer activities ranging in scale from small group projects to large-scale community days of service including coordinating with partners and vendors, recruiting volunteers, flawless execution day of event, and post-event analysis and reporting
2. Liaison with all volunteers – recruiting, communicating and connecting volunteers – with the highest level of customer service
3. Work with leadership society staff to develop an annual plan and execute volunteer opportunities for their members

Essential Duties and Responsibilities include the following:

Administrative & Financial

- Implement and maintain an online database of volunteer opportunities including training agencies on usage, adding opportunities, updating information, promoting the platform, providing customer service and reporting on usage
- Work with the Database Manager to develop a clear process for tracking volunteerism in our CRM system
- Collaborate across departments to bring projects to timely completion
- Work with vendors to order materials, track delivery and process invoices
- Keep the Chief Marketing & Strategy Officer apprised of workflow
- Work simultaneously on multiple projects and expertly manage multiple deadlines
- See both the minute details and the bigger strategy

Community Collaboration



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- Recruit, engage and manage a Volunteer Engagement Committee to help drive strategy and advance goals
- Foster a spirit of volunteerism among our corporate partners and expand current relationships to include volunteer engagement

Data, Research and Reporting

- Apply new strategies and programming based upon national trends in volunteerism
- Capture monthly analytics to analyze KPIs and work with team to adapt strategy to ensure progress against goals

Program Development & Implementation

- Create a volunteer engagement strategy including corporate volunteer activations and products, days of service, other engagement opportunities, disaster response and services to agencies
- Work with community outreach contacts at major accounts to align our efforts with their needs and find opportunities to engage employees in volunteerism
- Plan and execute at least four large-scale (150+ people) signature volunteer events throughout the year in addition to approximately 20 other small engagement opportunities

Marketing, Resource Development & Outreach

- Act as the volunteerism point of contact for corporate and agency contacts
- Develop volunteer-related content for and actively engage on the UWSHR social media channels
- Attend UWSHR and local community events, where applicable
- **Other duties as assigned**

Key Metrics

- Number of volunteer events planned and executed
- Number of volunteers engaged
- Hours of volunteer service
- Quality of the volunteer experience as measured by quantitative post-event surveys and qualitative volunteer feedback

Key Skills Requirements

- Bachelor's Degree or experience equivalent
- A minimum of 5 years of relevant experience
- Event planning, volunteer coordination and/or project management experience (required)
- Social media experience (preferred)
- Demonstrate ability to work cross functionally as part of a team to accomplish individual and mutually defined goals within specified timeframes
- Excellent customer service and relationship building skills
- Analytical and creative problem-solving skills
- Must be organized and task oriented to ensure deadlines are met
- Self-starter with the ability to work with minimum supervision
- Exceptional attention to detail to produce consistently error-free work
- High level of professionalism
- Strong listening skills and ability to see new opportunities or broader implications
- Proficient computer skills, including Microsoft Office suite
- Experience working with CRM systems (preferred)



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Work Demands & Environment:

- Ability to stoop, lift, finger – for example pick, pinch, or type and grasp
- Ability to clearly and concisely express and exchange detailed information and ideas to others accurately via spoken word
- Exerting up to 20 of force occasionally and/or a negligible amount of force frequently to lift, carry, push, pull or otherwise move objects
- Ability to inspect and analyze figures, accounting items, written materials, newsprint, computer terminal characters, transcription, and other similar objects at distances generally close to the eyes.
- The worker is subject to a variety of inside environmental conditions that may occur in an office, a private home, or elsewhere in the community including temperature variations, unpleasant odors, and potential allergens
- Although inside work is the rule, it is required that the individual be able to travel and may be exposed to a variety of weather conditions

Interested? Please send your resume to humanresources@unitedwayshr.org. We will continue accepting applications until the position is filled.

United Way of South Hampton Roads is an Equal Opportunity Employer. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at UWSHR will be based on merit, qualifications, and abilities. UWSHR does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity, veteran status or genetics. Please Note: Requirements, skills, and abilities described above are representative of those that must be met by an employee to successfully perform the essential functions of this position with or without reasonable accommodation. In no instance, however, should the duties, responsibilities, and requirements be interpreted as all-inclusive.