

JOB DESCRIPTION

(AFL-CIO & United Way)



Purpose of Position

The Labor and Community Engagement Manager serves as a key liaison between United Way of Allen County (UWAC) and the organized labor community, promoting the United Way brand within labor organizations and enhancing the AFL-CIO's presence across the broader community. This position is responsible for cultivating and managing strategic relationships with labor unions, companies, and individuals to support UWAC's financial growth and community impact objectives. Through effective account management and campaign planning, the Manager drives annual fundraising efforts, ensures ongoing engagement, and fosters partnerships that align with and advance shared goals between labor and UWAC.

% OF TIME

ESSENTIAL DUTIES AND RESPONSIBILITIES

70% Fundraising & Strategic Relationship Management

- Develop and support joint Labor-Management campaigns by analyzing data and developing strategies based on evaluation of previous results and additional research
- Develop and implement effective engagement and stewardship strategies for accounts to clearly demonstrate the value of the partnership with United Way
- Develop, in conjunction with volunteers, financial and non-financial goals for assigned divisions in keeping with the overall campaign objectives
- Develop plans to engage unionized employees within United Way corporate partners for better campaigns
- Develop comprehensive fundraising plans that engage unions and employers to ensure successful workplace giving campaigns.
- Deliver supplies and comply with internal controls upon collecting Campaign Report Envelopes (CRE) containing pledges and donations
- Work with Employee Campaign Coordinator (ECC) and/or CEO when appropriate to create strategy and commitment to campaign growth
- Maintain good relationships with representatives of both management and labor in assigned areas to engage the maximum number of volunteers and raise the maximum dollars possible
- Provide meaningful recognition of labor's participation in United Way
- As a member of the Resource Development team, collaborate on specific year-round, research-based, donor-oriented strategies for current and potential accounts with an organized labor element
- Provide consultation and technical assistance to United Way and community partners on labor related matters
- Establish relationships with union leaders through solidarity. Strive to create an environment that strengthens the alliance between United Way and organized labor
- Represent AFL-CIO and United Way at community functions
- Represent AFL-CIO's community service interests to United Way and United Way's interests to the Labor Chapter
- Engage with the National AFL-CIO, the State AFL-CIO, Hoosier Heartland Area Labor Federations (HHALF), Northeast Indiana Labor Chapter (NEIL Chapter), United Way Worldwide, and Indiana United Ways as required
- As a member of the Resource Development team, participate in other workplace campaigns, perform other duties and assume other responsibilities, as assigned

10% Improve the AFL-CIO Image

- Work alongside labor to improve the social and economic conditions of working families
- Participate in events that directly affect Northeast Indiana AFL-CIO Labor Chapter (and Hoosier Heartland Labor Federation as necessary.)
- Assist the AFL-CIO Chapter in the identification and recruitment of labor members to serve on community Commissions and Boards
- Assist local labor unions in effectively communicating the good work of giving, advocating, and volunteering by union members in the community
- Assist the AFL-CIO Chapter in effectively marketing that organized labor and union members are part of building and running our local community

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- Work with the AFL-CIO Chapter to identify and market training opportunities for local labor unions
- Facilitate information and referral services for labor union members. Coordinate assistance for dislocated and laid-off union workers

5% Administration

- Prepare reports of campaign results, campaign analyses, weekly reports reflecting tasks and accomplishments, and other reports as needed for volunteers and management staff
- Input and maintain accurate information on assigned accounts utilizing the CRM database
- Retrieve and analyze information for reports and update projections
- Attend United Way of Allen County Board meetings in a supportive role to labor representatives on the Board of Directors as needed at the invitation of labor representatives or United Way Executive Director
- Prepare reports and/or budgets as requested by the AFL-CIO (national and local) and United Way
- Complete all paperwork and documentation to close out workplace campaigns with UWAC, other involved United Ways, and workplace payroll departments within specified timeframes

5 % Volunteer Recruitment and Management

- Develop and implement volunteer recruitment strategies that enable United Way and the labor movement to achieve Community Impact goals of mutual interest.
- Communicate with volunteers on a regular basis to monitor progress towards achieving goals
- Support Community Impact department during volunteer events (i.e., kit builds, etc.)
- Research and develop strategies to increase involvement with organized labor as related to Resource Development initiatives, and expand volunteer resources and their participation

5% Leadership

- Actively support United Way and the AFL-CIO's emphasis on diversity, equity and inclusiveness
- Serve as a member of the Executive Board of the AFL-CIO Northeast Indiana Labor Chapter (NEIL Chapter)
- Maintain on-going information sharing pertaining to organized labor with UWAC departments as applicable, via various communication tools, i.e. e-Mail, CRM, other project management tools
- Participate in organizational activities and serve on staff teams and committees as necessary
- Represent United Way at Hoosier Heartland Area Labor Federations (HHALF) and Northeast Indiana Labor Chapter (NEIL Chapter)
- Serve in appointed/elected positions as required

5% Customer Relationship Management (CRM)

- Meet commitments, respond promptly to customer needs, and solicit feedback to continually reinforce and strengthen the organization's reputation with all constituents
- Provide professional, courteous, service to both internal and external customer
- Actively use Andar by capturing, entering, and maintaining key donor information

Education and Experience

- Knowledge of organized labor, including labor / management structures, meeting cadence, and donation/solicitation protocols.
- Not for profit experience preferred.
- The ability to demonstrate strong business acumen in relationship building in relation to mission and impact
- Background in organizing or participating in labor education programs, workforce training, or employee outreach initiatives.
- Must be a member in good standing of an AFL-CIO union.
- Must be computer literate and familiar with desktop tools such as Microsoft Office Suite (Outlook, Word, Excel, PowerPoint); and database experience preferred
- Must be able to work extended hours, including nights and weekends as needed

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- Valid driver's license, personal automobile insurance, and reliable transportation required, as well as insurability through UWAC's commercial insurance carrier

Knowledge, Skills, and Abilities

- **Visionary:** Confronts the complex realities of the environment and simultaneously maintains faith in a different and better future, providing purpose, direction, and motivation
- **Team-Builder:** First ensures that the right people are in the right roles at the right times; fostering commitment, trust, and collaboration among multi-cultural leaders and stakeholders
- **Outward Turning:** Understands the dynamics of local, regional, and national environments, and works on an agenda rooted in the community's own perception of its needs and aspirations
- **Business Acumen:** Possesses a high-level of broad business and time management skills and demonstrate the ability to generate financial support for the organization
- **Network-Oriented:** Values the power of networks; striving to leverage United Way's breadth of community presence, relationships, and strategy
- **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
- Interact effectively with diverse groups of individuals and organizations
- Excellent written and oral communication skills, with the ability to persuade and influence others around ideas, decisions, and financial support
- Ability to work autonomously with a minimal amount of supervision, and to excel in an entrepreneurial, self-starting and fast paced environment
- Excellent customer service, follow-through, professionalism, and courtesy
- Excellent reading comprehension, listening, verbal and written communication skills
- High degree of initiative, positive attitude, flexibility, teamwork, attention to detail, immediate follow-up, and ability to thrive in a fast-paced environment with multiple priorities
- Excellent oral and verbal communications, including large and small group presentations, group facilitation, and training
- Excellent written communications, including clear and concise narrative reports, evaluations, and similar narrative pieces
- Interest, enthusiasm, and affinity for fundraising and working with people
- Ability to read, comprehend, and analyze number goals, as well as fundraising reports
- Must possess strong organizational skill
- Ability to work effectively as a member of a team
- Must be proficient and comfortable with use of a computer and its applications including Microsoft Office (Outlook, Word, Excel, and PowerPoint), among other items; Customer Relations Management (CRM) experience preferred
- Ability to respect and maintain confidentiality is a must
- Attend conferences and trainings as requested

Working Conditions/Physical Requirements

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- Moderate level of mental and/or visual fatigue and/or eyestrain may result from looking at a computer screen for extended periods of time
- Constant exposure to work environment is typically controlled, agreeable, and in a non-smoking office, though travel may occasionally expose employee to inclement weather conditions
- A person in this position needs to constantly move about inside the office and during frequent off-site meetings
- Frequent activity associated with attending meetings within the organization and meeting external constituents
- Frequently attend local meetings; occasional annual United Way (UW) conference attendance is needed as determined by supervisor
- Regarding meetings: observing the presenter or information being relayed, as well as detecting the message, and exchanging information is a requirement
- The employee will occasionally be required to audibly address/convey information to large groups of people in an indoor setting
- Frequently communicate with others and/or express oneself via meetings, over the telephone, and through written channels
- Constantly recognize and discern written material
- Constantly operate typical office equipment (telephone, copier, printer, fax, computer, keyboard, etc.)
- Employee will seldomly need to position themselves to lower spaces or ground floor to reference objects/items or information such as literature
- On an infrequent/seldom basis, employee may need to move items up to twenty-five (25) pounds when preparing for meetings, events, or gatherings
- Must be able to remain in a stationary position 50% of the time
- Frequently ascend/descend stairs (while inside UWAC's office building, an elevator is available for use)
- Must have a valid driver's license, daily access to reliable transportation, and proof of current automobile insurance
- Frequently required to drive/operate a car
- Ability to periodically work evenings and weekends/outside the standard 8:00 AM to 5:00 PM timeframe

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. This job description is not intended to be all-inclusive. It is understood that if selected for this position, the employee will also perform other business duties as required by the immediate supervisor or by a person authorized to give instructions and assignments. UWAC has the right to revise this job description at any time with or without notice. This document does not create an employment contract, implied or otherwise, other than an "at-will" relationship, unless stated differently in the United Way of Allen County (UWAC) and AFL-CIO Northeast Indiana Labor Chapter (NEILC) Partnership Agreement.