United Way Campaign Coordinator

POSITION: The Campaign Coordinator functions as an extension of the United Way fundraising staff to coordinate employee fundraising campaigns and solicit employee pledges throughout Mid Coast Maine during the annual United Way Campaign.

OBJECTIVES: Apply leadership, fundraising, and teamwork skills to assist local employers in planning, implementing and managing successful United Way workplace campaigns; serve as a United Way spokesperson, conveying the mission, vision and values of the United Way to the community.

REPORTS TO: United Way Director of Development

ASSIGNMENT: August 28, 2023 - November 9, 2023; located at United Way office (34 Wing Farm Parkway, Bath, ME), with travel throughout the Midcoast Region.

CORE COMPETENCIES: Ideal candidate should be energetic, creative, personable, and a self-starter who shows constant initiative. Candidate must be a professional, ethical, trustworthy and honest team player with a positive attitude. They must continually project the professional image of the organization through effective communication skills, including verbal presentations, online, and over the phone. The ability to manage multiple tasks and prioritize is critical. Basic math skills are required as well as proficient use of Microsoft Word and Excel. Must have valid driver’s license and use of a reliable car.

RESPONSIBILITIES:

- Attend and successfully complete training from August 28 - September 1, 2023.
- Successfully develop, organize and implement campaign strategies at various workplaces throughout the community by working with Employee Campaign Managers for assigned accounts.
- The position will be responsible for one or more “Campaign Divisions.”
- Analyze past giving history of each assigned account and work with United Way staff and Campaign Cabinet members to establish, record and improve current status.
- Work with Campaign Cabinet members to secure corporate contributions and/or personally contact local CEOs (or persons in charge) of assigned accounts (where applicable).
- Make United Way presentations at campaign rallies (in person and virtual) and ask for contributions/donations to our community through United Way.
- Collect and deliver supporting campaign materials to assigned accounts.
- Provide excellent customer service to assigned accounts. Work with United Way staff, arrange for speakers, displays and materials for employee presentations.
- Prospect for new companies to support our community through United Way of Mid Coast Maine.
- Collect contributions and pledge forms and submit accurate and timely reports according to established financial recording processes.
- Maintain accurate, comprehensive account files. Includes ongoing paperwork, accounting reports and appropriate acknowledgements to Employee Campaign Managers. Update files with background notes on each account and provide information to United Way staff.
- Participate as a member of the Campaign Coordinator/Loaned Executive team, supporting other team members by sharing responsibilities. Attend weekly meetings and all campaign-related events.
- Evaluate campaign and make recommendations for the following year’s Campaign Coordinator/Loaned Executive team.

Physical Requirements:
Sedentary position (approximately 80% of the time)
Proficient keyboarding/typing
Ability to regularly lift 15 lbs. and occasionally lift up to 40 lbs.

Work Environment:
While performing the duties of this job, the position is frequently exposed to normal office work environment conditions. The office is an internally controlled working environment with few or no hazardous conditions (e.g., fumes, toxic or caustic chemicals, extreme heat/cold conditions, vibrations, and/or airborne particles) in normal work location. The noise level is quiet to moderate. Participation in early morning, evening, or weekend meetings/events is required. The employee will utilize their own transportation to travel throughout the Mid Coast region.