

Position: Director of Grassroots Communication and Engagement (DGCE)
Hiring Organization: United Way of Salt Lake
Salt Lake City, UT
Department: Marketing and Communications
Reports to: VP of Marketing and Communications

ORGANIZATION BACKGROUND AND EVOLUTION

United Way of Salt Lake (UWSL) has made a promise to our community—to change the odds so all children and their families have the same chance to succeed in school and life. Our role has evolved from primarily a fund-raising, fund distribution organization to what it is today—a community problem-solving organization, dedicated to advancing the education, income and health of our neighborhoods and communities to ensure that every child succeeds every step of the way, from cradle to career.

UWSL has adopted a unique approach to community problem-solving called Collective Impact. Collective Impact brings many different sectors together to find new and innovative ways to address challenges and develop lasting changes.

WORK ENVIRONMENT

UWSL's work environment is fast-paced, friendly, committed, nonpartisan, and ever changing. Employees are dedicated, appreciated and recognized for their efforts, and all levels of personnel are engaged in the work daily. We offer competitive wages and a generous, comprehensive benefit package.

POSITION OVERVIEW

United Way of Salt Lake works to achieve community-level change by developing strong partnerships at schools, in communities, and regionally. DGCE engages and builds relationships with community residents, parents of Community School students, and key community influencers in Promise Partnership communities. DGCE uses grassroots organizing principles, and implements grassroots marketing strategies to help improve community-endorsed, community-level outcomes. DGCE uses data to identify target populations and influencers, sets specific metrics to track success, and maps out strategic grassroots marketing and communications and implements strategies.

Targeted campaigns will focus on engaging Promise Partnership residents and Community School parents to: 1) improve early childhood developmental outcomes, 2) increase parent engagement in Community Schools, 3) raise awareness of Community Schools, and 4) improve student attendance at Community Schools.

KEY RESPONSIBILITIES

1. Interdepartmental collaboration to plan and develop grassroots initiatives, programs and campaigns (i.e. identifying targeted communities, conducting neighborhood meetings and one-on-one meetings, recruiting and training volunteers, leading messaging campaigns, canvassing communities, and identifying and tracking metrics).
2. Lead neighborhood-level grassroots and marketing campaigns to influence motivations and change behaviors.
3. Build a grassroots network of trusted messengers within Promise Partnership neighborhoods using the necessary tools and relationships.
4. Develop strong relationships and identify key nonprofit and neighborhood/community influencers to help amplify message and campaigns.
5. Help lead effort across the organization to ensure that grassroots programs are maximized for measurable results and coordinated across departments.
6. Collaborate with VPMC and Marketing team to implement targeted marketing and digital advertising efforts to complement grassroots campaigns.

7. Participate as thought leader in cross-functional teams involved in building and managing grassroots marketing programs.
8. Develop internal communications and presentations that are delivered to cross-functional teams and senior leadership to socialize strategies, results and programs.
9. Other duties as assigned.

POSITION REQUIREMENTS

- Experience with grassroots organizing and campaign development
- Ability to develop metrics and conduct analysis of program success
- Understand the vision, purpose, and objectives of Promise Partnerships and the roles of schools, communities, and regional infrastructure in achieving that vision
- Understand and be able to implement the principles of Collective Impact
- Experience recruiting and training volunteers
- Ability to develop and maintain strong relationships
- Ability to clearly communicate to various audiences and individuals
- Emotional intelligence and active listening
- Interpersonal and persuasion skills to inspire and motivate others
- Strong sense of flexibility and adaptability to changing situations
- Courage to take risks, and humility to apply lessons learned

MINIMUM QUALIFICATIONS

- Bachelor's degree (or Associate's with equivalent work experience) in communication, marketing, political science, or a related field
- At least three years of grassroots organizing or issue-specific campaign development

PHYSICAL REQUIREMENTS

Regularly required to communicate clearly in oral and written formats. Must be able to transcribe, read extensively, and prepare presentation material on a computer. Frequently communicates with internal and external stakeholders; must be able to exchange accurate information. The person in this position needs to occasionally move about to access files, equipment, and materials.

SALARY INFORMATION

This is an exempt position that pays \$54,000–\$60,000 depending on experience.

TO APPLY

Send completed applications to jobs@uw.org. Complete applications include a cover letter, resume, and employment application. Employment applications and the complete job description can be found at <http://www.uw.org/about-us/careers.html>

***NOTE:** The statements in this position description are intended to describe the general nature and level of work being performed but are not to be seen as a complete list of responsibilities, duties, and skills required of the person employed. Also, the statements do not establish a contract for employment and are subject to change at the discretion of the employer.*