

## POSITION DESCRIPTION

**Position:** Community and Advocacy Engagement Coordinator  
**Hiring Organization:** United Way of Salt Lake  
Salt Lake City, UT  
**Department:** Marketing and Communications  
**Reports to:** Vice President Marketing and Communications  
[uw.org](http://uw.org)

## ORGANIZATION BACKGROUND

United Way of Salt Lake (UWSL) serves individuals and families in Davis, Salt Lake, Summit, and Tooele counties. This four-county area represents approximately 1.4 million people or about 52 percent of Utah's population.

For over 100 years, United Way of Salt Lake has served and strengthened the greater Salt Lake community. Established in 1904 as the Salt Lake Charity Association, its original mission was to help the poor, discourage panhandling, and coordinate multiple programs. The historic “community chest” with a broad charitable mission has transformed into an agent for social change focused on Collective Impact— bringing partners together in new and innovative ways to identify problems and develop lasting solutions.

United Way of Salt Lake houses United Way 2-1-1, a statewide health and human service information phone line, which connects individuals and families to important resources and volunteer opportunities.

## 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 management are engaged in the work daily. We offer competitive wages and a generous, comprehensive benefit package. The internal focus continues to be on high-level results – communicating, aligning, and integrating around the organizational goals.

## POSITION OVERVIEW

The Community and Advocacy Engagement Coordinator (CAEC) reports directly to the Vice President of Marketing and Communications and works closely with the Public Policy Director. The CAEC is responsible for implementing and using technology solutions (currently Convio – Blackbaud platforms) as well as grassroots organizing skills to expand United Way of Salt Lake's advocacy and fundraising efforts. The CAEC is responsible for organizing email, social marketing, and fundraising campaigns specific to United Way of Salt Lake's public policy priorities. In addition, the CAEC will organize volunteer advocates and develop opportunities to mobilize supporters in order to advance legislation and advocacy campaigns.

## KEY RESPONSIBILITIES

### Digital Outreach

- Manage Convio/Blackbaud advocacy web module and create Action Alerts and email campaigns
- Develop content, design, and send *Policy Matters* Newsletter
- Update and create new content for advocacy web pages
- Utilize social media, social sharing software, and influencer tracking tools to generate and manage

advocacy and donor leads

- Help develop and manage multi-channel advocacy and fundraising campaigns

#### **Grassroots Outreach**

- Recruit advocacy volunteers and mobilize volunteer teams
- Organize house meetings, phone banks, and letter writing parties in key districts
- Help develop and staff advocacy engagement opportunities for UWSL donor networks and board of directors
- Develop and maintain relationships with key UWSL stakeholders and volunteers in targeted districts
- Conduct outreach to community groups

#### **POSITION REQUIREMENTS**

- Knowledge of web analytics, social media/marketing technologies and techniques
- Experience using popular web content management systems
- Basic knowledge of legislative process and grassroots organizing
- Strong volunteer management skills
- Strong presentation skills
- Experience developing and managing a metrics driven, people centered plan
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Proven ability to build consensus and work effectively with cross-departmental teams
- Excellent verbal, written, and interpersonal communication skills
- Excellent copyediting and proofreading skills

#### **PREFERRED SKILLS**

- Knowledge of Blackbaud/Convio web platforms including: Luminate CRM and Sphere Advocacy
- Grassroots organizing experience

#### **MINIMUM QUALIFICATIONS**

- At least 1 year experience working on political or advocacy campaigns
- Bachelor's degree in Political Science, Communications, or a related field

#### **SALARY INFORMATION**

\$36,000 - \$42,000

#### **TO APPLY**

Interested applicants should submit a cover letter, resume, and employment application. Employment applications and information on the application process can be found at <http://www.uw.org/about-us/careers/>.