



About Us

United Way of Central and Northeastern Connecticut is one of more than 1,100 autonomous United Ways in our nation and 1,800 community-based United Ways in 45 countries and territories. We have the unique ability, vision, and resources to bring together diverse stakeholders around a community vision of creating positive change to achieve long-lasting results for children and families. Our Community Engagement and Marketing team helps to raise awareness of United Way's work, and the impact can all make together for local children and families.

Our Mission

To engage and bring together people and resources committed to the well-being of children and families in our community.

Our Vision

A community where opportunities are available for every child to succeed in school and for every family to achieve financial security.

Our Values

In pursuing our mission, the following principles guide our relationships with stakeholders, including our donors, volunteers, partners, employees and the communities we serve: a belief that respect, equity, diversity and inclusiveness make us stronger; engaging others with professionalism and quality support; seeking creative and sustainable solutions to pressing social challenges; maintaining the highest standards of personal and organizational honesty in order to ensure stewardship of donors' dollars; being proactive and responsive through consistent communication; and, delivery of high-quality services and effective measurement of results to ensure efficiency and innovation.

Join Our Team! Career Opportunity

The **Senior Manager, Marketing & Engagement** leads volunteer engagement efforts that support United Way's revenue and impact goals. This role develops and manages opportunities for people and organizations to give and volunteer, including designing and executing successful events that raise awareness and generate crucial funds to support United Way's mission. The role includes:

Volunteer Engagement:

- Connects people, workplaces, and community partners with meaningful ways to support United Way's community goals. Plans, carries out, and analyzes results for volunteer and engagement opportunities, including affinity group events, company volunteer projects, 860Cares projects, and other efforts (such as care package events).
- Works with Corporate Engagement and Community Impact to connect engagement activities with community needs and organizational priorities; ensures strategic alignment.
- Builds and maintains relationships with community partners, donors, and sponsors to support impact and revenue goals throughout the year.
- Recruits, trains, and supports volunteers and staff in support of managing United Way events.
- Supports regional online volunteer hub with guidance from Director of Regional Engagement. Ensures regional opportunities are featured on hub site and ensures regular updates of site content as needed.
- Uses CRM systems to maintain volunteer data and share information that supports engagement planning.

Event Management:

- Manages assigned events that are designed to engage, educate, and inspire key stakeholders including current and prospective donors.
- Provides leadership for assigned event logistics, ensuring seamless cross-functional coordination and execution.
- Includes collaborating with stakeholders to establish event objectives, target audiences, and financial targets; and ensuring that Community Impact strategies and partners are appropriately featured.
- Manages event vendor relationships and consultant relationships.
- Manages run-of-show and script development for events as assigned.

Other Projects:

- Leads special projects as assigned.
- Participates in cross-functional teams as assigned.

About You:

- Bachelor's degree and/or equivalent experience including at least five years of related experience required, such as volunteer management, marketing, social impact design, corporate community relations, or project management.
- Driver's license and reliable transportation required.
- Proficiency in Microsoft Office Suite required, and customer relationship management (CRM) preferred.
- Experience with marketing, volunteer management, and/or corporate philanthropy preferred.
- Strong project management skills, including the ability to prioritize, solve problems, delegate, and create clear systems and processes.

- Ability to analyze data, identify insights, and turn complex issues into clear action steps.
- Ability to manage multiple priorities in a fast-paced environment and adjust quickly when needs change.
- Clear and effective written and verbal communication skills.
- Strong customer focus, including when working under pressure.
- Strong relationship-building skills with internal teams and external community partners.
- Commitment to creating positive community change and improving lives.
- Understands how community partners, businesses, nonprofits, and residents can work together and mobilize resources.
- Ability to support shared goals, build resources, and use new ideas to increase community impact.
- Some evening and weekend hours required.

How to Apply:

Qualified applicants should submit a resume and a cover letter describing 1) their qualifications and experiences 2) salary requirements, and 3) how they learned about the position to:

United Way of Central and Northeastern CT
Human Resources
One State Street Suite 1710
Hartford, CT 06103
No phone calls please.
Send resumes to **jgifford@unitedwayinc.org**

The salary range for this position is an annual salary range of \$67,000 minimum to \$100,600 maximum with a midpoint of \$83,800.

Medical, dental vision, life and 403B retirement plans are offered

United Way of Central and Northeastern Connecticut is an equal opportunity employer M / F / D / V.

Frequently cited statistics show that women and members of structurally marginalized and/or underrepresented groups apply to jobs only if they meet 100% of the qualifications. United Way of Central and Northeastern Connecticut encourages you to break that statistic and to apply. Few candidates will likely meet 100% of the qualifications. We look forward to your application.