

United Way of the Plains Labor Liaison Job Description

The United Way of the Plains Labor Liaison position supports all functions of the relationship between United Way and organized labor by:

- Bridging United Way and Labor communities;
- Fostering strong relationships with labor unions to advance mutual impact goals and ensure successful United Way campaigns;
- Identifying opportunities for the United Way and labor to collaborate on jointly developed programs that benefit local communities;
- Building strategic partnerships with community allies and implementing jointly developed programs around the issues of income, education and health;

The United Way of the Plains Labor Liaison is an employee of United Way and subject to United Way's employment and workplace policies.

MAJOR RESPONSIBILITIES:

Relationship-Building, Community Engagement and Community Impact:

- Develop effective relationships with labor unions and AFL-CIO Central Labor Council (CLC) leaders to promote the work of United Way in the jurisdiction covered by United Way of the Plains;
- Represent labor across United Way's departments including community impact, resource development, communications, marketing and other areas, and develop strategies to clearly demonstrate the value of working with organized labor;
- Work in partnership with union representatives and employee giving boards to expand trust, strengthen connections, and advance a culture of giving to the United Way campaign and associated programs across unionized workplaces;
- Look for opportunities to engage labor unions and/or CLCs in community impact projects particularly those projects affiliated with United Way;
- Organize community service opportunities that are aligned with the UW's and labor's mutual impact goals, and recruit volunteers to ensure successful events;
- Connect union members to essential services in times of need, such as natural disasters and economic downturns including referring members to 2-1-1 for assistance.

Fundraising

- Partner closely with the VP of Philanthropy and the Philanthropy team to align labor engagement strategy with overall fundraising goals, ensuring union relationships contribute to campaign success;
- Develop labor (unions, CLC, and union member) participation recognition programs and materials;
- Provide best practice examples of corporate, employee, individual and/or special event fundraising approaches;
- Cultivate trust with unionized employers to support transparent sharing of United Way campaign participation data and work with internal teams to track, analyze, and report on performance trends, helping shape strategies to grow United Way participation and giving over time;
- Develop, in conjunction with volunteers, financial and non-financial goals for assigned workplace divisions in keeping with the overall campaign objectives;
- Ensure that accurate, up to date information is maintained in the United Way database for assigned workplace campaigns;
- Develop plans to engage unionized employees within UW corporate partners for better giving campaigns, and where applicable add new workplace campaigns where none currently exist.
- Develop comprehensive fundraising plans that engage unions and employers to ensure successful workplace giving campaigns and achieve fundraising goals;
- When possible, assist with any workplace campaign in the United Way of the Plains service area and develop interchangeable skills to support United Way goals when addressing the broader community.

Volunteer Recruitment and Training

- Develop and implement volunteer recruitment strategies that enable UW and the labor movement to achieve Community Impact Goals of mutual interest.
- Assist in selection, recruitment and training of fundraising volunteers.

Desired Attributes and Experience:

Labor: Demonstrated experience in the labor movement or equivalent including mobilizing, volunteer recruitment and training, and leadership development.

- Understanding of organized labor structures and complex dynamics of local labor movements. Have knowledge of the current composition and concerns of unionized workforces, with an ability to adapt engagement strategies for a modern, evolving labor landscape.
- **United Way:** Preferred experience within the United Way system or the equivalent, with an understanding of how community impact, fundraising and volunteer engagement intersect.
- **Community Organizing and Coalition Building:** Preferred experience working with a broad array of organizations on issues of social and economic justice, building unity among diverse groups and facilitating meetings. Skilled in fostering unity among stakeholders and facilitating productive meetings.
- **Planning and Execution:** Naturally curious and self-motivated with the ability to develop and execute work plans, training, fundraising, community engagement and coalition-building. Assess progress on plans and adjust as needed to ensure successful outcomes.
- **Manage Relationships:** Ability to effectively develop, grow and sustain productive internal and external relationships and partnerships. Strong problem-solving skills. Excellent interpersonal skills and ability to assess and analyze complex political situations and respond appropriately. Utilize interpersonal skills and political astuteness to engage as a member of multiple teams.
- **Self-Management:** Ability to manage time effectively, prioritize work, and balance multiple projects simultaneously. Strong organizational skills. Ability to work effectively under pressure and meet deadlines. Seeks to continuously improve interpersonal and professional skills.
- **Communication Skills:** Excellent written and verbal communication skills, including public speaking and delivering presentations. Understands and uses empathy, compassion, and active listening. Is fully present and aware of subtleties to better understand what is important to constituents and how to connect and engage them with United Way and labor communities.
- **Utilize and Acquire Knowledge:** Is forward thinking, focused on what is possible, and seeks new tools and knowledge as needed. Is able to use technology and is innovative and creative in its application. Open to coaching and mentorship to improve performance.
- **Achieve Results:** Is personally accountable for goal setting and responsible for the results they achieve. Is organized and able to adapt quickly to changing environments, be a strategic, creative, innovative thinker and appropriately persistent. Is able to make decisions and willing to take risks when appropriate to achieve results and meet goals.

- **Strategic Planning:** Understands the big picture and aligns priorities with broader goals, measures outcomes, uses feedback to redirect as needed, evaluates alternatives, solutions oriented, seeks alternatives and broad input; can evaluate and provide input on complex issues.
- **Innovation/Creativity:** Shares a deep commitment to the UW and labor's mission. Promotes and values a climate that values and rewards innovation and creativity. Acknowledges and champions the efforts of others to "think outside the box." Maintains knowledge of current and emerging trends that affect United Way, the labor movement and the non-profit sector. Demonstrates ability to analyze information and translate into specific, effective action/solutions.
- **Mission Alignment:** Deeply mission-driven, with a passion for creating community impact through service, volunteerism, and strategic partnerships. Must develop strong working relationships with United Way teammates to help achieve mutual goals of Labor and United Way.

Additional Qualifications:

- At least 5 years work experience preferred
- Must be computer literate and familiar with desktop and database tools
- Must have valid driver's license and reliable vehicle
- Must be able to work evenings and weekends as needed
- Must be available to travel out of the area overnight occasionally

United Way is an equal opportunity employer and will support all applicants and employees regardless of, race, color, religion, gender, age, national origin, military status, veteran status, disability, sexual orientation, or any other characteristic protected by law.