

Position Opening Announcement

Job Title: Labor Engagement Liaison

Department: Labor

Reports To: Executive Vice President

FLSA Job Status: Full-Time – Exempt

Qualified candidates should submit a cover letter with salary requirements along with a resume to recruiting@unitedwaytoledo.org or visit our website at www.unitedwaytoledo.org/employment

STATEMENT OF THE JOB:

The Labor Engagement Liaison supports all functions of the United Way and Labor partnership and the mutual interests of both organizations 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 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 Labor Engagement Liaison is an employee of United Way of Greater Toledo subject to United Way's employment and workplace policies.

ESSENTIAL FUNCTIONS:

Fundraising

- Develop and execute comprehensive fundraising plans that engage unions and employers to ensure successful workplace giving campaigns including appropriate recognition programs that achieve work plan goals.
- Develop and execute joint Labor-Management campaigns by analyzing data and developing strategies based on evaluation of previous results and additional research.
- Select, recruit, and train fundraising volunteers as necessary to achieve work plan goals.
- Maintain ANDAR Database as a tool to help build relationships by keeping accurate and up to date account records.

Relationship-Building, Community Engagement and Community Impact

- Develop and cultivate effective relationships with Labor leaders, local unions, membership and other stakeholders that support the advancement of education, income and health efforts.
- Work with United Way Community Impact (CI) staff and Labor leaders to determine where CI goals align with the goals of the local labor movement, and develop plans for increasing labor participation to achieve these goals.
- Organize community service opportunities that are aligned with UW's and Labor's mutual impact goals, and recruit volunteers to ensure successful events.
- Participate and assist in organizing Labor events that are of mutual benefit.
- Connect union members to essential services, including referring members to United Way's 2-1-1 program, in times of need such as natural disasters and economic downturns.

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.
- Develop training for union members, community partners and United Way staff including Union Community Activist Network (UCAN) training. Coordinate the delivery of training to build union members' skills, including non-profit board and volunteer management skills.

Administrative

- Develop marketing tools, such as newsletters, in concert with Marketing & Communications Department to foster the United Way and Labor partnership,
- Execute an annual work plan based on the national AFL-CIO-United Way Work Plan.
- Actively participate in United Way meetings as appropriate.
- Attend all Labor meetings as appropriate.
- Deliver reports to Labor and United Way as appropriate.
- Participate in education and training programs, conferences of Labor and United Way on topics of mutual interest, when organizational resources are available.

QUALIFICATIONS AND EXPERIENCE:

- High School Degree or GED.
- Associates or Bachelors preferred.
- Experience in fundraising preferred.
- Experience volunteering in the community preferred.
- Proficient in Microsoft Office Applications. Ability to learn and become proficient in use of relevant software.
- A member in good standing of a local union. Or, an applicant willing to be a member in good standing.
- Must have valid driver's license and reliable vehicle.
- Must be able to work long hours, including nights and weekends.

DESIRED ATTRIBUTES AND EXPERIENCE:

- **Labor:** Demonstrated experience in the labor movement including mobilizing, volunteer recruitment and training, and leadership development. Strong understanding of labor organizational structures and complex dynamics of local labor movements
- **United Way:** Demonstrated experience with the United Way system or the equivalent.
- **Community Organizing and Coalition Building:** Demonstrated experience working with a broad array of organizations on issues of social and economic justice, building unity among diverse groups and facilitating meetings.
- **Planning and Execution:** 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. Seeks alternative solutions when necessary
- **Manage Relationships:** Ability to effectively develop, grow and sustain productive internal and external relationships and partnerships. Strong problem solving skills. Excellent interpersonal skills. Ability to assess and analyze complex situations and respond appropriately.
- **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 communications skills, including public speaking and delivering presentations. Understands and uses empathy, compassion, and active listening.
- **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.
- **Achieve Results:** Is personally accountable and responsible for the results they achieve. Is organized and able to adapt quickly to changing environments, be a strategic, creative, and innovative thinker. Is able to make decisions and willing to take risks when appropriate to achieve 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 of innovation and creativity. Maintains knowledge of current and emerging trends that affect United Way and the labor movement.