



## **Development & Outreach Coordinator Job Description (2025)**

### **About United Way of Greater Mercer County (UWGMC):**

United Way of Greater Mercer County connects people with resources to help individuals and families reach their fullest potential and build a thriving community. We fulfill our mission by investing in impactful programs, fostering strong community partnerships, and engaging volunteers in the areas of youth opportunity, economic vitality, health and wellness and community resiliency.

UWGMC's strategic priorities are as follows:

- Drive measurable community impact through innovative programs and services.
- Strengthen brand awareness and clearly communicate our value to stakeholders.
- Expand and diversify funding to support long-term growth and mission delivery.

### **Position Overview:**

The Development & Outreach Coordinator, a critical role within the organization, will work in partnership with the Director of Strategic Partnerships and reporting to the President & CEO to foster meaningful relationship with donors, funders, volunteers and strategic partners. The Development & Outreach Coordinator is a full-time position focused on increasing financial support for the organization, enhancing community awareness, managing donor recognition programs and maintaining donor database records.

### **Essential Functions and Responsibilities:**

#### **Donor/Funder Outreach and Engagement:**

- Identify opportunities for donor, foundation and corporate engagement, including in-person and virtual meetings, phone calls, and emails.
- Manage a donor portfolio (mid-level donors) which includes creating a plan to build and maintain relationships.
- Solicit donations by presenting compelling case for support.
- Represent UWGMC at events as appropriate, to increase visibility for the organization, and to strengthen corporate partnerships.
- Manage fundraising appeals.
- Assist with researching and writing grant and sponsorship proposals or reports.

#### Recognition, Reporting and Development Operations:

- Execute recognition of donations, grants, and sponsorships through various channels including annual reports, website, and social media.
- Draft and manage donor and funder acknowledgements in partnership with the finance department.
- In partnership with the Director of Strategic Partnerships and marketing/PR consultants produce annual impact reports and media and donor kits for events and key stakeholder meetings.
- Maintain CRM system, ensuring seamless communication with key stakeholders, including donors, corporate sponsors, funders, and Board of Directors.
- Analyze fundraising campaign results and provide recommendations for improvement

#### Special Events:

- Support planning, coordination, and execution of cultivation and fundraising events including invitation/registration list, auction management, sponsor solicitation, and budget monitoring.
- Promote cultivation and fundraising events on website, social media, impact reports and other marketing/PR avenues.

#### Volunteer Engagement:

- Assist with developing and executing a volunteer-to-donor engagement plan.
- Spearhead volunteer recognition and appreciation efforts.
- Develop and implement consistent volunteer communication strategies.
- Promote volunteer opportunities at community events, doing presentations, on website, social media, and other marketing collaterals.
- Implement volunteer satisfaction surveys.
- Collaborate with Director of Strategic Partnerships and other staff to strategize and implement volunteer retention plans.
- Manage the volunteer database.

#### Skills & Attributes:

- Ability to manage and prioritize projects with multiple and often competing deadlines.
- Strong organizational and time management skills.
- Good communication skills, pleasant and personable manner.
- Data analysis and reporting abilities.



- Ability to work independently, under supervision and in a team-based and goal-oriented environment.
- Proficient in Microsoft Office Applications including Excel, PowerPoint, and Mail Merge in Word; Social Media sites.
- Travel may be required and will require a valid Driver's License for any driving by the employee for business purposes.
- Willing to assist with other tasks as needed to advance United Way of Greater Mercer County's mission.
- Bachelor's Degree or 4+ years of relevant experience in sales; donor relations; fundraising; community relations/engagement; communications/audience development; and partnership development.

### **Core Competencies:**

The ideal candidate will be able to demonstrate the following core competencies:

- Mission-Committed
- Strategic Relationship Management
- Sales-Orientated, Entrepreneurial and Innovative
- Engaging and Enthusiastic
- Flexible, Creative and Adaptable
- Supports Self-sustaining Efforts
- Strong Sense of Confidence

### **Work Culture:**

At United Way of Greater Mercer County (UWGMC), we believe in the power of collaboration, shared goals, and success. We are committed to maintaining a positive and supportive work environment where excellence is encouraged and every team member plays a vital role in driving meaningful community impact. Our culture reflects the values at the heart of our mission.

### **Benefits:**

This is an exempt position, salary \$50-55K/per year. Medical benefits, 401 (K) offered, paid holidays including two (2) floating holidays and flexible schedule. United Way of Greater Mercer County is an Equal Opportunity Employer. Interested candidates should send a cover letter and resume to: [jobs@uwgmc.org](mailto:jobs@uwgmc.org). Write "Development & Outreach Coordinator" in subject line.