

United Way of Kentucky (UWKY) Position Description

Director of Members Services

Purpose of the Position

To enhance the capacity of local United Ways and the Kentucky Employees Charitable Campaign to be successful.

To maintain relationships and an active presence with state government, lawmakers, and advocacy organizations.

Key Outputs

To enhance the capacity of local United Ways to effectively serve their local communities.

To provide timely and appropriate tools to local United Ways.

To meet the communications needs in the Kentucky Employees Charitable Campaign.

To develop and carry out, with the Public Policy Committee, public policy strategies that support the United Way system and represent UWKY priorities.

Key Responsibilities

Member Relations

Works closely with member organizations. Provides consultation in developing year-round communications strategies for local United Ways. Visits members to gather background materials, and foster relationships.

Produces informative members' e-newsletters at least monthly.

Provides training and technical assistance to local United Way members.

Helps plan and execute networking/training events for local United Way members.

Designs and implements an annual member satisfaction survey.

Develops survey instruments for local United Ways.

Kentucky Employees Charitable Campaign (KECC)

With input and oversight from partner charities and the State Campaign Committee, coordinates the development of all marketing materials for the KECC, including brochures, pledge forms, posters, and videotape.

Builds relationships with state government employees on behalf of the KECC.

Promotes the KECC and its participating charities in a fair manner, while maintaining leadership in the campaign process.

Produces training materials for KECC coordinators and partners.

Writes and produces a bi-weekly campaign update e-newsletter.

Assists in the planning and implementation of KECC special events.

Assists in auditing of KECC reports as needed.

Has primary responsibility for the design and maintenance of the KECC web site.

Public Policy

Develop and carry out public policy strategies that analyze current and anticipated issues, practices and administrative and legislative actions that align with United Way priorities.

Provide research and education on trends, issues and tools affecting human services, nonprofit operations, and community development.

Develop and maintain statewide partnerships that further the mission of UWKY and the interests of members.

Initiate and maintain outside relationships that support needed member services and member-facilitated community development activities.

Cultivate and monitor all relationships with Kentucky State government.

Represent the United Way with statewide constituencies that provide information, support or practices that can have an impact on members.

Public Information

Develops appropriate communication materials to increase public understanding of United Way of Kentucky and its local United Way members, including brochures, news releases, feature material, still and video photography, press kits, public service announcements, special events planning and organization, annual reports and a public access web site.

Has primary responsibility for the design and maintenance of the UWKY web site.

Meets directly with public and private groups to represent the United Way system.

Working Relationships

Reports to the President and Chief Professional Officer.

Works with staff, volunteers, state employees, local United Ways and charity representatives.

Job Requirements

Bachelors Degree or equivalent experience

Excellent written and verbal communication skills, including public speaking.

Ability to develop and maintain successful working relationships with the members, the general public, legislators, volunteers, state employees and other members of the staff.

Ability to plan, organize, and facilitate workshops, major events, and other public meetings.

Proficiency in design and production of materials using desktop publishing software.

Technical skills necessary to support the design and maintenance of the United Way of Kentucky and KECC websites (web design programs such as Adobe Dreamweaver), desktop publishing software (InDesign), and graphic design software (PhotoShop and Illustrator).

Willingness to travel in Kentucky and to work non-standard hours when needed.