



POSITION DESCRIPTION Fundraising & Community Outreach (Marketing) VISTA

Term of Service: **February 19, 2019 – February 18, 2020**

Inland Empire United Way is a leading nonprofit organization devoted to strengthening the Inland Empire by investing in the lives and futures of those in need. By operating several direct service programs and collaborating with a network of strong community partners, IEUW seeks to build brighter futures for youth and families in the areas of education, health, and financial stability. IEUW seeks talented, motivated team members and volunteers who are passionate about improving our community and who are looking to be part of a dynamic team working to make EPIC changes in the Inland Empire.

The Marketing VISTA position is offered by Inland Empire United Way in partnership with the Corporation for Community Services (CNCS). **To apply, please email your cover letter and resume to Alisa Lemke at ALemke@ieuw.org.**

Program Description

Inland Empire United Way is committed to engaging the community to improve the lives and futures of those in need by strategically investing in education, health, and financial stability. The **Resource Development** department supports all activities surrounding fundraising, community awareness, and engagement.

AmeriCorps VISTA, often called the “domestic Peace Corps,” is a full-time term of service to strengthen organizations that alleviate poverty. VISTA serves in each of the 50 U.S. States and in all U.S. Territories. VISTA members go where they are needed and make a difference through volunteering and the mobilization of resources.

Position Overview

Under the direction of the Marketing Manager, and working closely with the Resource Development department, the Fundraising & Community Outreach VISTA will be responsible for expanding and diversifying financial resources for Inland Empire United Way. This position will coordinate fundraising campaigns, manage in-kind donation requests, and support other fundraising activities throughout the year, including social media and events. The VISTA will work to expand the community’s knowledge about IEUW by supporting marketing efforts and attending community events. This position upholds all requirements set forth by the AmeriCorps VISTA program.

Work Environment

Duties take place at multiple locales throughout the Inland Empire, such as for events, campaign activities, donation pick-ups, and photo opportunities for social media. Position requires frequent travel. Must be able to work indoors and outdoors, as well as some nights and weekends.

Schedule Requirements

- Full-time 12-month commitment, serving 30-40 hours per week, that will include evenings and weekends, and frequent travel, beginning in February 2019
- Some flexible scheduling may be available for college students still in their degree program
- Must maintain regular and acceptable attendance as determined by the designated supervisor

Essential Functions

- Coordinate the United for Kids child sponsorship program; reach out to school district for quarterly communication; maintain list of students and donors
- Attend community events and activities; serve as an ambassador for IEUW
- Manage tracking system for organization-wide, in-kind donation requests; submit in-kind donation requests for events
- Help to develop, maintain, and grow PR and social media campaigns to spread awareness of IEUW activities, programs, and supporters
- Attend on-site and off-site events to gather and develop relevant content for PR and social media campaigns
- Help with content cultivation, graphic design, photography, video, interviews, and writing/editing stories to actively engage and educate our community and support the efforts of PR and social media campaigns
- Develop relevant content topics to reach IEUW's target clients/customers
- Assist with PR and social media campaign calendar creation to help promote timely, relevant content

- Seek out and engage key influencers to partner with and promote relevant content
- Assist with real-time social media interaction during events
- Assist with the organization, planning and execution of IEUW special events
- Create a fundraising policies and procedures manual for continuation of VISTA program

Secondary Duties

- Positively represent AmeriCorps and Inland Empire United Way at all times
- Other duties as assigned

Benefits

- Bi-weekly stipend of \$509.88 (approx. \$13,255 over the 12 months) through VISTA
- Healthcare benefits provided through VISTA
- Education award equivalent to full Pell Grant amount at time of service (currently \$5,920)
- Possible educational loan deferment
- Extensive professional development and networking opportunities

Qualifications

- Must be at least 18 years of age
- Must clear all eligibility screening conducted by VISTA (including DOJ and FBI background check)
- Must clear National Sex Offender Public Database search
- Bachelor's Degree in Business, Marketing, Communication or related field preferred, or 2 years of professional experience, and/or equivalent of education and experience
- Comfortable speaking in public and working with diverse audiences
- Skillful in building, renewing and maintaining relationships with individuals, community groups, agencies, organizations, businesses, and institutions
- Experience and skill in sales/marketing, fundraising, creating special events, and project management
- Excellent verbal/written communication and presentation skills
- Must follow the AmeriCorps Code of Conduct while serving
- Strong personal standards of excellence, ethics and integrity
- Ability to create positive relationships with site staff
- Must have strong written and verbal communication skills
- Comfortable speaking in public and working with diverse audiences
- Ability to work independently and as a member of a team
- Strong organizational skills and the ability to effectively handle multiple tasks
- Ability to problem solve and approach situations creatively
- Technology/computer literacy is essential

Other Requirements

- To be eligible for to serve, VISTA will require proof that candidate is a US Citizen, a US National, or a Legal Permanent Resident before the time of sign-up, including a Social Security check process
- Accept and participate with team members on duties as assigned for the benefit of Inland Empire United Way
- Must be able to adapt to change in work environment, accept criticism and feedback, effectively handle multiple tasks and competing demands, work cooperatively in group situations, and work actively to resolve conflicts
- Must work well with others on a team
- Must have reliable transportation, a valid California's driver's license, proof of minimum required California vehicle liability insurance and a good driving record

Safety Requirements

- Ability to be committed to a high standard of safety, and willing and able to comply with safety laws and all of the program's safety policies and rules
- Be willing to report safety violations and potential safety violations to appropriate supervisory personnel

Physical Requirements

Must be physically able to operate a variety of small machinery, including communications equipment and office machines such as computer, calculators, facsimiles, copiers, etc. Must be able to lift/move objects up to 25 pounds. Sedentary work involves sitting most of the time but may require the ability to stand, stoop, squat or drive for various periods of time. Visual acuity and manual dexterity required for typing and computer use.