



## **CORPORATE AND VOLUNTEER ENGAGEMENT MANAGER**

### **Purpose and Job Description**

**JOB TITLE:** Corporate and Volunteer Engagement Manager

**REPORTS TO:** Senior Development Director

**DIRECT REPORTS:** Volunteer Engagement Coordinator, one (1) AmeriCorps member

#### **POSITION PURPOSE:**

The Corporate & Volunteer Engagement Manager (CVEM) is responsible for managing the daily operations of Crossroads' volunteer engagement program, including recruitment, training, scheduling of individual and group volunteers for activation and policy alignments. The CVEM also serves as Crossroads' primary corporate engagement liaison to increase volunteer activation and revenue to support the organization's business operations. This position will have two (2) direct reports: a Volunteer Engagement Coordinator (VEC) and one (1) AmeriCorps member. The CVEM works with the VEC to implement a plan for volunteer recruitment and activation and increase corporate revenue for Crossroads through relationship building, cultivation and solicitation. An AmeriCorps member will provide direct support to both members of this team.

#### **KEY RESPONSIBILITIES:**

##### **Corporate Engagement – 45%**

- Manage the development activities calendar, analyze and track funding, identify methods for improvement in all areas of fundraising: including but not limited to, the solicitation of individual, foundation, corporate, faith-based, cause marketing opportunities, and the planning of corporate engagement events.
- Conduct research to identify and then execute the necessary strategies to grow contributed income to the organization, especially among corporations and their employee base.
- Create development dashboard for review of all progress within development and volunteer engagement departments to ensure quarterly and annual goals are met.
- Attend quarterly Development and Engagement Committee meetings as well as departmental leadership meetings.
- Collaborate with program team members to understand projects in need of funding which may include attending quarterly Programs Committee meetings.
- Stay abreast of philanthropic, economic, and social and community trends related to food banking and others that may impact Crossroads.

##### **Volunteer Program Management – 35%**

- Responsible for updating departmental Standard Operating Procedures, training manual and the Volunteer Handbook. Effectively follow the volunteer policy (and update as needed, at least annually) to ensure the safety of all volunteers and staff.
- Provide oversight for the volunteer page on the organization website and the monthly volunteer newsletter.
- Identify all opportunities for volunteerism based on the current and future needs of the entire organization. Ensure the appropriate placement and coordination of individual and group volunteer opportunities to support known departmental needs.
- Facilitate orientations (on-site and virtual) and tours for new and prospective volunteers.
- Create and activate an outreach strategy to market Crossroads volunteer program in the community, including schools, churches, colleges, community organizations, court systems and corporations.
- Develop pipeline of relationships with corporate and collegiate communities for skills-based volunteers and internships.



- Recruit and coordinate staff and volunteers for annual Nourish Change Breakfast and all other signature or outreach events.
- Create and manage annual volunteer appreciation activities including annual event in April.
- Provide administrative oversight to the AmeriCorps program in collaboration with CitySquare and the VP, Development and Engagement.
- CVEM may be required to work on the first Saturdays of the month as needed to ensure appropriate volunteer shift coverage while the Market is open to shoppers.

#### **Program Administration – 20%**

- Provide oversight in the utilization of the volunteer management software, Volgistics and any other external volunteer recruitment programs.
- Utilize Ninety for tracking and analyzing program development and alignment with strategic plan, and to meet volunteerism/revenue quarterly and annual goals .
- Produce monthly dashboard, annual summary, and ad hoc reports to evaluate efficacy of the volunteer program. Participate in quarterly Development and Engagement committee meetings.
- Ensure all volunteer data is entered into development CRM and managed with integrity.
- Regularly evaluate the volunteer program's procedures and practices to ensure efficiency and that the program meets the needs of Crossroads, volunteers, and organizational partners.
- Stay abreast of laws, regulations, and best practices to ensure compliance with volunteer management, including court-ordered community service, and receiving in-kind contributions.

Perform other related duties as assigned.

#### **JOB REQUIREMENTS / EXPERIENCE & QUALIFICATIONS:**

- Bachelor's Degree in nonprofit management, public relations, human services or related field. Experience may be considered in lieu of some education.
- Minimum 2 years' experience in community or volunteer engagement, fundraising or volunteer management related to fundraising. Nonprofit experience and knowledge of the work environment preferred.
- Minimum 1-2 years management of staff.
- Valid driver's license and own transportation.
- Strong computer skills in Microsoft Office (Word, PowerPoint, Excel); CRM database navigation and virtual platforms: Teams and Zoom
- Demonstrated exceptional written, presentation, and verbal communications skills for internal and external audiences and an ability to display sociocultural competence.
- Demonstrated success in organizing work and meeting deadlines and have the ability to critically think through present and potential scenarios that may benefit or create potential risks to the organization.
- Excellent organizational, interpersonal, and networking skills with individuals and large groups and competencies in problem solving and conflict resolution.
- Strong organizational and time management skills with exceptional attention to detail.
- A professional and resourceful style; the ability to work independently and as a team player, to take initiative, and to manage multiple tasks and projects at a time in a growing, fast-paced environment.
- Able to work flexible hours as requested or needed, including local travel as necessary.
- On occasion, may be required to work on the first Saturdays of the month as needed to ensure appropriate team members and volunteer shift coverage while the Market is open to shoppers.

#### **WORKING CONDITIONS**

The physical environment requires the employee to work primarily in indoor offices. Some travel is required to attend meetings/events/conferences locally, statewide, and nationally. Regular workday and workweek are established with some planned early morning or evening hours, and out of area travel.



**MENTAL DEMANDS**

The employee in this position needs to adapt well in the face of workplace stressors such as volunteer or Market shopper complaints, concerns from corporate sponsors or community partners, compliance offenses, and competing priorities of reasonable or high significance to the successful function of the department.

The employee must be able to effectively interpret data and make critical decisions that may have a significant impact on the team and organization.

**PHYSICAL REQUIREMENTS**

The employee is expected to make decisions, supervise employees, read and write, speak publicly, and interpret information and data. May be seated for periods of time and occasionally may have to lift boxes or other materials that weigh less than 50 lbs. and operate a pallet jack.

**DISCLAIMER STATEMENTS**

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

I, \_\_\_\_\_, have read, understand, and agree with the responsibilities included herein. I further understand that I will be assessed and evaluated annually according to these written expectations along with other goals and tasks as assigned by my leadership.

\_\_\_\_\_  
**Date**