

United Way Kingston, Frontenac, Lennox & Addington
JOB DESCRIPTION

Job Title:	Campaign Associate		
Reporting to:	Campaign Director		
Job Classification	Level 2: Associate, Coordinator Range: \$41,237 - \$51,547		
Department:	Resource Development		
Creation Date:	October 2018	Revision Date:	October 2021, Feb 2023

SUMMARY

Reporting to the Campaign Director (CD), the Campaign Associate works very closely with the Resource Development (RD) team to support the United Way Kingston, Frontenac, Lennox & Addington (UW KFLA) annual fundraising campaign.

The Campaign Associate works with the RD team to support events, campaign plans and projects, ensuring that all details and logistics are completed within timelines.

The Campaign Associate provides logistical and administrative support to other departments as required, providing excellent customer service, liaising with vendors, managing inventory and supplies.

DUTIES & RESPONSIBILITIES

Events (20%)

- Coordinates registration, logistics, and follows a project plan and critical path for specific events
- Provides support and ensures the smooth running of campaign events, including those related to workplace volunteer engagement and recognition
- Provides assistance in the coordination and implementation of all special events including campaign-related fundraisers and promotional events
- Assists with logistical support for special events, meetings, training events, etc.

Workplace campaigns (20%)

- Supports workplace campaigns, working closely with CEO, CD, RD team and Sponsored Employees
- Monitors critical path, account and project plans regularly, ensuring that deliverables are met within stated timelines, troubleshooting where required
- Maintains updated and complete centralized files, both in paper form and electronic, and

binders including events, permanent account files, campaign materials, and campaign binders

- Provides administrative support to DC, including in areas like Sponsorship, Business Development and the Sponsored Employees program

Campaign Administration (20%)

- Provides support to Director Campaign
- Provides excellent customer service, ensuring a positive donor and volunteer experience
- Provides accurate information and referrals as appropriate
- Ensures campaign area is tidy and organized at all times

Direct Mail (10%)

- Extracts and compiles data for community, corporations and foundations mailings
- Drafts and prepares letters, forms and peripheral material for mailings
- Coordinates mailing follow-ups including address updates and communication as required
- Follows-up on data updates, returned mail, inquiries, and monitors status post-mailings
- Tracks and distributes incoming mail as appropriate

Logistics and Support (20%)

- Supports training programs (including Sponsored Employees and volunteer training) by coordinating set-up, supplies, binders, reports, data, training materials, etc.
- Develops and coordinates the production, tracking, inventory and distribution of campaign and office materials and supplies
- Recommends purchases for campaign and promotional materials, tracking these and maintaining an updated inventory at all times
- Ensures campaign supplies are always in stock as necessary so the team can operate efficiently
- Develops, updates and assists with distribution of sponsorship and business development materials
- Provides administrative and logistical support for meetings, initiatives and activities
- Provides reports and information
- Updates and maintains accurate records

Other Duties (10%)

- Other duties or tasks may be assigned based on the business needs of the organization

EDUCATION AND EXPERIENCE

Education:

- Certificate / diploma from community college

Experience:

- Minimum of two years' administrative experience providing excellent customer service internally and externally in a fast-paced office
- Proficiency in French is an asset

Skills & Abilities:

- Sound computer skills including: spreadsheets, word processing, email / internet, database and / or customer relationship management and / or design software
- Well-developed analytical and reasoning skills (data analysis and evaluation)
- Ability to understand, express and apply concepts and instructions of a general nature as well as somewhat technical / scientific / administrative concepts, methods and procedures
- Ability to use moderately complicated formulae, tables and graphs
- Strong written, verbal, interpersonal and communication skills
- Proven time management skills and ability to effectively organize work in an environment with competing work duties
- Ability to work in a flexible office environment and pay attention to detail
- A committed team player who is also able to work in a self-directed manner
- Non-traditional hours may occasionally be required due to deadlines or other operational issues
- Access to adequate transportation is essential

COMPLEXITY OF DECISIONS

Typical decisions include setting own priorities and taking actions in an effort to coordinate requests made by external sources.

This role coordinates requests from external sources to appropriate staff.

Judgement may require some interpretation of variables and the situation at hand.

Support and guidance for decision making is readily available.

MANAGEMENT / SUPERVISORY AND ADVISORY RESPONSIBILITY

Direct Supervision:

- There are no direct reports for this position.

Indirect Supervision:

- There are no indirect reports for this position.

TYPE OF SUPERVISION REQUIRED / INDEPENDENCE OF ACTION

The Campaign Associate operates with some independence of action and works under general supervision. Methods and procedures are available however questions dealing with unusual matters are referred to supervisor(s).

CONSEQUENCE OF ERROR

Typical errors may result in strained relationships with various donors and volunteers, events or initiatives that are not implemented effectively, etc. These errors are most often detected before they are communicated externally and most often result in lost time.

These may have an adverse impact on the UW KFLA's image and reputation.

This position is privy to confidential donor information and enters information in the database. Errors in reports, data entry or revealing of confidential information may have an adverse impact on the UW KFLA's image and reputation.

CONFIDENTIALITY

The Campaign Associate uses limited confidential information in the performance of this work. Disclosure could have a minor impact externally.

CONTACTS

Internal:

- President & CEO, Vice President, Corporate Services, Managers, Staff
- Nature of the Contact – supporting initiatives, reports, updates, etc.

External:

- Donors, Volunteers, Vendors and Suppliers
- Nature of the Contact – supporting initiatives, liaison, information sharing, inquiries, reporting, etc.

PHYSICAL EFFORT

- Majority of time is spent in a comfortable position with frequent opportunity to move about
- Infrequent periods during which there is continuous physical exertion required, e.g. walking, standing, stooping, climbing, lifting material or equipment, some of which may be heavy or awkward

PHYSICAL SKILLS

- Regular need to give close attention, hearing or seeing, to what is happening
- Requirement to work at computer, keyboarding, etc. and various meetings, etc.

WORKING CONDITIONS

Physical:

- Located in a comfortable indoor area
- Regular exposure to factors causing moderate discomfort
- Slight possibility of accident or illness

Stress:

- Work and environment change very little over time
- Some pressure from deadlines, production quotas, accuracy or similar demands
- Unpleasant social contacts and / or concern about unpleasant situations are possible

COMPETENCIES

The United Way Worldwide has developed an extensive Competency Model Framework. The Framework supports a common set of competencies to ensure that each United Way is able to attract, grow and retain the right people who have key competencies in areas that are fundamental to our mission and strategic direction.

Specific definitions, traits and behaviours are outlined the Framework titled: United Way Worldwide Competency Models. Those specific competencies that apply this this position are:

- Mission focused
- Relationship oriented
- Collaborator
- Results driven
- Brand steward