

Job Title: Impact & Engagement Manager

Department/Location: Alexandria Office

Accountability: Executive Director

Date: September, 2026

Status: Full Time 1.0 FTE, Exempt

Hours: Monday–Friday, 8:00 AM – 4:30 PM

JOB SUMMARY:

The Impact & Engagement Manager is responsible for developing, planning, and follow-through programming for the organization. This position includes coordination of programming for Douglas, Otter Tail, Pope, Todd and Wadena Counties. This position will determine needs, procedures, goals, facilitate meetings, recruit and engage volunteers, mobilize community members, and have positive community outreach. Other duties include overseeing daily program operations, detailed record keeping and reporting, maintaining/adhering to a budget, assisting with marketing program initiatives, volunteer recruitment and strong written and verbal communications. This position works closely with the Executive Director to support impact and engagement across the region.

MAJOR AREAS OF ACCOUNTABILITY:

Impact & Engagement Programs and Initiatives

- Develop, coordinate, implement, and evaluate United Way programs and initiatives aligned with organizational priorities and identified community needs.
- Provide leadership and coordination for impact programs across the five-county service area.
- Establish program goals, timelines, procedures, and measures of success.
- Research community needs, collect and analyze relevant data, and use findings to inform program development and improvement.
- Maintain organized systems for program planning, communication, participation, documentation, and reporting.
- Track and report program participation, outcomes, community engagement, and other relevant measures.
- Develop training materials, resources, and communication tools to support successful program implementation.
- Ensure programs operate within approved budgets and organizational policies.
- Ensure compliance with applicable organizational policies and local, state, and federal requirements.
- Collaborate with the marketing and development functions to support communication and visibility of programs and initiatives.

Community Engagement & Partnerships

- Build and maintain strong relationships with businesses, nonprofit organizations, schools, civic organizations, coalitions, community leaders, and other stakeholders throughout the region.
- Facilitate and participate in community coalitions, workgroups, and collaborative initiatives aligned with United Way's strategic priorities.
- Serve as a connector between community needs, volunteers, organizations, and United Way resources.
- Identify opportunities to strengthen United Way's presence, partnerships, and impact throughout the five-county service area.
- Facilitate meetings and community conversations that support collaboration and shared goals.
- Represent United Way Lakes and Prairie professionally at community meetings, events, presentations, and other engagement opportunities.

Volunteer Engagement

- Develop and maintain systems for volunteer recruitment, engagement, communication, and recognition.
- Maintain current information regarding volunteer opportunities and community engagement opportunities.
- Recruit, coordinate, orient, and provide direction to volunteers supporting United Way programs and initiatives.
- Develop volunteer training and support materials as needed.
- Create meaningful opportunities for individuals and groups to engage with United Way and community impact initiatives.
- Recognize and steward volunteers in ways that strengthen long-term engagement.
- Community Investment Support
- Assist with the annual Community Investment process, including outreach, communications, logistics, documentation, and coordination with community partners.
- Support the collection and organization of information related to community programs, partnerships, outcomes, and investments.
- Maintain positive and professional relationships with community investment partners and participating organizations.
- Support evaluation and reporting efforts related to community investments and strategic priorities.

Organizational Collaboration

- Work collaboratively with all members of the United Way Lakes and Prairie team to support organizational goals and priorities.
- Maintain accurate program records, databases, and documentation, including information maintained in the organization's CRM.
- Communicate program needs, progress, challenges, and opportunities to the Executive Director and leadership team.
- Support organizational events, campaigns, and initiatives when program or community engagement expertise is needed.
- Contribute to a collaborative, accountable, and mission-focused organizational culture.

Other Duties as Assigned:

- Collect and generate reports as requested by the Executive Director or Board of Directors.
- Schedule, attend, and prepare paperwork for internal or external meetings.
- Attend training or events relevant to the position or assigned by the Executive Director.
- Perform related work and special projects as assigned.

CRITICAL SKILLS/EXPERTISE:**Physical Involvement:**

- Regular use of computers, phones, printers, and other office equipment.
- Occasional lifting and movement of materials for events or outreach.
- Travel required for meetings, presentations, or events.

Mental Involvement:

- Ability to manage multiple priorities and meet deadlines with interruptions.
- Strong relationship-building, communication, and problem-solving skills.
- Attention to detail, initiative, and discretion in handling confidential matters.
- Proactive and adaptable in a dynamic nonprofit environment.

Working Conditions:

- Primarily office and community-based work in a hybrid environment.
- Occasional evening or weekend hours required for events or meetings.

Supervision of Other Employees:

- Provides work direction to the Community Relations Coordinator and Office Support Specialist.

MINIMUM QUALIFICATIONS:**Education:**

- High school diploma or equivalent required.
- Associate or Bachelor's degree in nonprofit management, human services, or related field preferred.

Experience:

- 3–5 years of experience in program coordination, staff supervision, and volunteer coordination.
- Previous nonprofit and community engagement experience is strongly preferred.

Special Knowledge or Skills:

- Proficiency in Microsoft Office.
- Strong organizational and time management abilities.
- Ability to manage multiple priorities with minimal direction.
- Excellent verbal, written, and interpersonal communication skills.
- Professional demeanor with the ability to relate to diverse individuals and groups.
- Ability to work both independently and collaboratively in a mission-driven environment.

JOB OUTCOMES:

- Promotes a positive, respectful, and cooperative organizational culture.
- Efficient and professional operation of the Impact & Engagement programs/initiatives in alignment with organizational standards.
- Supports the Executive Director by ensuring smooth operations of programs and initiatives across the region.
- Coordination and measurable impact of community programs and investments in the region.
- Strengthened internal coordination and external community presence.

This description describes the general nature and work expected of an individual assigned to this position. Employees may be required to perform other job-related duties as requested by their supervisor. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.