



Position Title: Director, Community Engagement	Overtime Status: Exempt
Department: Development	
Reports To: Director of Development	Number of People Supervised: 1 FTE

POSITION PURPOSE

The Director of Community Engagement is responsible for leading, planning, implementing, managing and evaluating Classroom Central’s community engagement efforts, including a strategic and comprehensive volunteer and corporate outreach program. This position requires a strategic thinker, capable manager with experience in sales, account management, marketing or resource development. The overall responsibility of this position is to develop, grow, and direct corporate and volunteer engagement by deepening relationships with existing partners and cultivating new partnerships through a range of activities relevant to their purpose, to increase both resources and capacity of Classroom Central. The Director of Community Engagement will supervise a Full-Time staff member and hold responsibility for overseeing a high-volume of volunteers.

Job Responsibilities

The following statements reflect the general duties, responsibilities and competencies considered necessary to perform the essential duties & responsibilities of the job and should not be considered as a detailed description of all the work requirements of the position. Classroom Central may change the specific job duties with or without prior notice based on the needs of the organization.

Essential Duties and Responsibilities

- Develop and implement strategic volunteer plan to increase the resources and capacity of Classroom Central.
- Grow the existing volunteer program to further meet the needs of Classroom Central, including recruitment, impactful orientation and training, retention and stewardship/appreciation of all volunteers with specific emphasis on corporate or organizational groups and individuals.
- Identify corporate engagement opportunities; cultivate all volunteer groups with a focus on stewarding companies with corporate match and/or grant funding opportunities.
- Identify and staff community outreach opportunities such as fairs, festivals, local markets and organizations and maintain a schedule of opportunities.
- Create relationships with volunteers and corporate groups to foster greater engagement with Classroom Central as financial donors, with in-kind services, and with product donations and supply drives. Work closely with Director of Development on further engagement.
- Forecast and track metrics and trends (e.g. retention, satisfaction, participation, future engagement).
- Recruit back-to-school supply drive campaign collection partners as well as volunteer groups to support the processing of donated goods throughout the campaign.
- Identify, cultivate and partner with United Way, community relations and human resource offices and others to position Classroom Central for teambuilding initiatives such as volunteerism, Kits for a Cause engagement, third-party fundraisers and/or in-kind contributions.
- Cultivate relationships with event management companies, meeting and convention planners as the recipients of clients’ conference, tradeshow and convention “give-back” events and product “harvests.”
- Represent and promote Classroom Central at outside events as deemed appropriate, such as volunteer fairs, Chambers of Commerce, civic clubs or other community events; make presentations and host informational tables when given the opportunity.
- Communicate clearly the progress of monthly/quarterly initiatives to internal and external stakeholders.
- Directly manage Full-Time Volunteer Coordinator.
- Other duties as assigned.

Critical Job Specific Competencies	High Performance Indicators
COMMUNICATION & INTERPERSONAL SKILLS	Organizes and expresses ideas and information clearly, using appropriate and efficient methods of conveying the information. Is sensitive to the needs, feelings and capabilities of others. Approaches others in a non-threatening and pleasant manner and treats them with respect. Expresses alternative points of view in a non-threatening way. Participates in tasks to assist others in agency projects or events; Maintains a harmonious atmosphere and relationships with other agency personnel.
TEAMWORK	Works on projects as part of a team, exchanging ideas and contributing skills that complement those of the other team members. Fulfills commitments to team members.
INITIATIVE & SELF-DEVELOPMENT	Strives to learn and improve. Seeks out ways to better themselves and the company. Takes on responsibilities. Does not remain idle – is hard working and self-motivated. Pushes self for results; sets clear objectives and measures; monitors process and progress. Seeks professional development.
CONTINUOUS QUALITY & PERFORMANCE IMPROVEMENT	Able to encourage team members to share ideas that lead to improvement; minimize barriers to accomplishing the team's work; monitor process for quality and efficiency issues that become targets for improvement; establish measures / benchmarks to track performance.
DECISIVENESS & JUDGEMENT	Able to consider both the short- and long-term impact of decisions; plan for how the consequences of decisions affect the team. Able to establish resources and/or processes to gather information/data for problem solving or analysis; create an environment that supports cross-functional analysis and problem solving; ensure that organization-level decisions are based on data and sound reasoning.
FLEXIBILITY & ACHIEVING CHANGE	Able to help others overcome their resistance to change; gain others' willing participation for change initiatives; help others translate new change goals into practical implementation steps and adapt to change without disruption of productivity. Able to pursue and generate innovative ideas that further the group or team's goals and foster an environment that encourages innovation.
GETS RESULTS	Able to create an environment of accountability for meeting agreed upon expectations; eliminate barriers to group performance; lead/champion efforts that increase productivity and goal accomplishment throughout the group or team.

STRATEGIC ALIGNMENT	Able to ensure that all systems are aligned toward achieving strategic goals; continually communicate and reinforce the highest priority initiatives to keep the group focused on the right things.
AGENCY ADVOCACY	Recognizes and promotes the needs of the agency through one-to-one meetings and other communication tools. Represents the agency in a positive manner; Actively assist in a sufficient number of agency events encouraging a team atmosphere.
VALUING DIVERSITY	Able to communicate internally and externally that diversity/inclusion is an integral part of how our organization does business.
PROFESSIONAL ETHICS	Arrives to work on time; is accountable for whereabouts; consistent attendance; timely lunch hours; on time to meetings; Exhibits positive verbal and nonverbal communication; Exhibits professional dress and speech; adheres to the agency's policy of confidentiality.

EDUCATION& RELATED WORK EXPERIENCE
Education Level: (minimum & preferred educational requirements necessary to perform this job successfully)
Minimum of a Bachelor's degree required.
Years of Related Work Experience: (minimum & preferred related work experience necessary perform this job successfully)
Minimum of 3 years of related work experience in the area of sales, marketing or fundraising in a nonprofit or corporate setting. Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization, including executive and C-level. Experience in delivering client-focused solutions based on customer needs. Prior management experience is preferred.

SKILLS AND KNOWLEDGE		
	Required	Preferred
Ability to communicate in English, both orally and in writing	X	
Standard office equipment (phone, fax, copier, scanner, voice mail, email)	X	
Demonstrated ability to quickly learn	X	
Sensitive to working with confidential information	X	
Good organizational and time management skills	X	
Self –motivated and able to work independently	X	
Professional manner and good interpersonal skills	X	
Proven ability to thrive in a team environment	X	
Ability to analyze data	X	
Possess superior problem-solving capabilities	X	
Solid understanding of the principles of database management and business process	X	

workflow								
Must work with a high degree of accuracy and attention to detail in a fast paced, changing environment with multiple deadlines and pressures; must have professional maturity to respond to urgent matters and/or crisis situations, as needed.							X	
Must have a passion for Classroom Central's work with a genuine commitment to understanding and fulfilling the agency's mission.							X	
Demonstrated ability to make presentations that move people to action							X	
MS Outlook	<i>Basic</i>		<i>Intermediate</i>	X	<i>Advanced</i>		X	
MS Word	<i>Basic</i>		<i>Intermediate</i>	X	<i>Advanced</i>		X	
MS Excel:	<i>Basic</i>		<i>Intermediate</i>	X	<i>Advanced</i>		X	
MS PowerPoint:	<i>Basic</i>		<i>Intermediate</i>	X	<i>Advanced</i>		X	
Other: Experience with Raiser's Edge								X
License/Certificates: N/A								

WORK ENVIRONMENT/PHYSICAL REQUIREMENTS (Describe any specific workplace conditions and/or physical abilities that are related to and/or required by this job)
Minimal physical requirements to include walking, standing, sitting at workstation; normal office environment.

Equal Employment Opportunity

Classroom Central provides equal employment opportunities to all qualified individuals without regard to race, creed, color, religion, national origin, age, sex, marital status, sexual orientation, or non-disqualifying physical or mental handicap or disability.

Americans with Disabilities Act

Applicants as well as employees who are or become disabled must be able to perform the essential duties & responsibilities either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.