



Community Engagement Coordinator - Job Description

Date: December 2019

Job Title: Community Engagement Coordinator

Position Type: Full-time; incentive-based compensation.

Reports to: Executive Director

About the Cincinnati ToolBank

Our mission is simple, yet tremendously impactful: we equip local nonprofits and volunteer groups with the tools needed to make a difference in our community.

Since the Cincinnati ToolBank's inception in 2011, we have helped more than 430 local nonprofit agencies complete more than 17,000 projects by providing them with quick and reliable access to a large inventory of high-quality tools and equipment.

As the ToolBank enters its ninth year, we are excited to grow our team to better serve our community (and have a blast doing it). We are looking for a passionate self-starter to join the team as the ToolBank's Community Engagement Coordinator.

If you care deeply about the Cincinnati ToolBank's mission, have the drive and expertise to galvanize fundraising and engagement, and want to work in a fun, impactful workplace, we encourage you to apply!

Position Summary/Objective:

The CEC, in collaboration with the ToolBank's Executive Director and board, will work to develop and execute innovative strategies—online and off—to increase giving, volunteerism, and engagement. S/he will also be responsible for fostering relationships, identifying outreach opportunities, and maintaining our website and social media channels.

The Community Engagement Coordinator (CEC) will be the ToolBank's champion, advocate, cheerleader, and evangelist—someone who has the skills, motivation, and enthusiasm to effectively cultivate relationships in support of the goals of the ToolBank.

Responsibilities

What does the day-to-day look like for the Community Engagement Coordinator? Let's get into the nuts and bolts of the responsibilities.

- Work with the Executive Director and Board committee to develop and execute an individual giving strategy that includes financial goals, outreach events and acknowledgements of gifts.



- Work with the Executive Director to develop and execute a volunteer recruitment strategy that includes high touch and social media strategies.
- Under the direction of the Executive Director, maintain relationships with the business community, community-based organizations, and civic groups to support volunteerism at the ToolBank.
- Identify and pursue potential recruitment opportunities, which include attending speaking engagements and networking events, as well as virtual/social media tactics.
- Oversee job descriptions, orientation, and training for all volunteers.
- Manage and maintain data for volunteers, including volunteers' hours, biographical information, and communications.
- Manage and maintain individual donor data and donations, including appropriate acknowledgements.
- Execute the PR and marketing strategy for the ToolBank in relation to agency promotion and special events.
- Assist the Executive Director in analyzing volunteer and giving performance data to report on progress toward goals and inform recruitment, screening, and training efforts.
- Create impact reports to support recruitment, giving, and social media activities.
- Collaborate with members of the ToolBank staff and board to identify and execute volunteer appreciation initiatives, with a focus on retention and increasing advocacy.
- Work with ToolBank board members and staff to plan and execute social media content / editorial calendars on platforms including Facebook, Twitter, Instagram, LinkedIn, Pinterest, and others as needed.
- Maintain the ToolBank website.
- Assist the Executive Director in identifying and cultivating key influencers to generate exposure and interaction.
- Perform other job-related duties or special projects as needed by the ToolBank.

Qualifications

- A passion for the mission of the ToolBank.
- Progressive work experience in an innovative organization in the following areas: fundraising, relationship management, volunteer engagement and recruitment, community organizing, and promotion.
- Demonstrated experience creating and executing a social media strategy that builds fan base, increases engagement, and drives conversion.
- Strong networking skills and a natural ability to connect people with causes and motivate them to take action.



- Drive and enthusiasm to work in a fluid, fast-paced start-up environment with minimal supervision.
- Strong critical thinking skills, with the ability to analyze data and recognize trends that help drive strategic recommendations.
- Excellent project management skills, with the ability to identify needs, scope projects, implement strategy, and juggle lots of moving pieces to see something through.
- Experience with public speaking, writing, and interpersonal skills.
- Excellent technological skills (MS Office, etc.).
- Experience with database management required; Salesforce program experience preferred.
- Bachelor's degree required.

Compensation & Benefits

- Salary commensurate with experience and designed to grow with organization capacity
- Flexibility in work hours, with opportunities to work from home
- Full benefits (Health/Vision/Dental)