

Job Title: Community Relations Coordinator

Department/Location: Hybrid (Otter Tail & Wadena Counties)

Accountability: Executive Director

Date: July 2026

Status: Part Time (approximately 20 hours per week)

Hours: Scheduled as Needed

JOB SUMMARY:

The Community Relations Coordinator is responsible for building and maintaining strong relationships across an expanded regional footprint to advance Lakes and Prairie United Way's mission. This position serves as a key connector between the organization and the communities it serves, supporting fundraising efforts, volunteer engagement, and program visibility.

Working collaboratively with the Marketing & Development Manager and the Impact & Engagement Manager, this role helps strengthen community partnerships, expand donor and volunteer participation, and support the successful delivery of programs and initiatives across the region. The Community Relations Coordinator plays an essential role in increasing local engagement, strengthening relationships, and ensuring consistent representation of United Way's mission, values, and impact.

This position requires strong interpersonal skills, community presence, and the ability to coordinate multiple engagement efforts across fundraising, programming, and volunteer activities.

MAJOR AREAS OF ACCOUNTABILITY:

Community Engagement & Relationship Building

- Build and maintain strong relationships with community members, donors, businesses, agencies, schools, and civic organizations across assigned geographic areas.
- Identify and cultivate opportunities for partnership, engagement, and support.
- Support the development of a strong community presence across rural and regional areas.
- Support community-based program outreach and engagement activities.
- Assist with volunteer coordination for programs and community initiatives.
- Help gather community input, feedback, and participation in programs.
- Support agency relationships by maintaining regular communication and engagement.
- Assist with data collection, participation tracking, and basic reporting support as needed.
- Help ensure community awareness of available programs and services.

Fundraising & Development Support (Marketing & Development Partnership)

- Serve as a visible representative of United Way within the community.
- Strengthen awareness of United Way's mission, programs, and impact.
- Support fundraising and campaign activities in coordination with the Marketing & Development Manager.
- Assist with donor outreach, engagement, and stewardship activities.
- Promote giving opportunities, campaign messaging, and organizational initiatives within the community.
- Support workplace campaigns, presentations, and community fundraising events.
- Help identify potential new donors, sponsors, and fundraising partners.
- Assist with donor recognition efforts and engagement activities.

Volunteer Engagement & Coordination

- Recruit, engage, and support volunteers across communities within the region.
- Assist in coordinating volunteer opportunities aligned with organizational programs and initiatives.
- Serve as a liaison between volunteers, agencies, and United Way staff.
- Support volunteer communications, scheduling, and recognition efforts.
- Help build a strong and sustainable volunteer base across the region.

Community Events & Outreach

- Represent United Way at community events, meetings, and outreach opportunities.
- Assist with planning, coordination, and execution of fundraising, program, and volunteer events.
- Provide on-site support for events, including setup, engagement, and follow-up.
- Coordinate local outreach efforts to increase participation and awareness.
- Support logistics for regional engagement activities and initiatives.

Communication & Public Representation

- Communicate United Way's mission, vision, and impact in a clear and engaging manner.
- Support storytelling efforts by gathering community stories, feedback, and impact examples.
- Maintain positive and professional relationships with community stakeholders.
- Assist in distributing marketing and informational materials across communities.
- Ensure consistent messaging aligned with organizational branding and strategy.

Data, Reporting & Administrative Support

- Maintain accurate records of community contacts, engagement activities, and outreach efforts.
- Support tracking of fundraising, volunteer, and program participation data.
- Assist with reporting on community engagement activities and outcomes.
- Ensure timely and accurate documentation of interactions and activities in organizational systems.

Other Duties as Assigned

- Attend community meetings, trainings, and organizational events as assigned.
- Maintain flexibility to support evolving regional needs and priorities.
- Collaborate with internal staff across departments to strengthen organizational impact.
- Schedule, attend, and prepare paperwork for internal or external meetings.
- Help ensure alignment in communication, reporting, and culture.
- Collect and generate all necessary reports required by the Executive Director or Board of Directors.
- Perform other duties as assigned.

CRITICAL SKILLS/EXPERTISE:

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

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 work in a traditional office setting with intermittent off-site work.
- Occasional evening or weekend hours required for events or meetings.

Supervision of Other Employees:

- Provides work direction to the Office Manager (Fergus Falls Office) regarding impact and engagement and direction and supervision of program staff (Alexandria Office).

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.
- Excellent verbal, written, and interpersonal communication skills.
- Ability to manage multiple priorities across offices with minimal direction.
- 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.