



## United Way of Southeastern Idaho

**JOB TITLE:** Outreach and Engagement Specialist  
**CLASSIFICATION:** Full-time, Salary-Non-Exempt  
**SALARY:** DOE Range \$34,000-\$36,000/Annually  
**LOCATION:** Based in Pocatello, Idaho (serving all of UWSEI's service area (7 S.E. Idaho Counties))  
**BENEFITS:** Eligible for all full-time status benefits as outlined in UWSEI's Personnel Policies and Procedures

**SUMMARY OF WORK:** Reporting to the Director of Donor and Community Engagement, the Outreach and Engagement Specialist will have both internal and external facing responsibilities of UWSEI, ranging from managing social media account across various platforms including Facebook, Instagram, Meta Business Suite, LinkedIn and Website, to maintaining and creating community relationship with stakeholders, including local businesses, nonprofit organizations, schools and volunteers.

**JOB CHARACTERISTICS:** This position will be directly involved in UWSEI's short and long term planning/goals while working to help enhance and develop communication and engagement strategies and systems that promote the mission, vision and values of UWSEI. This position will work closely with the Director of Donor and Community Engagement to leverage social media platforms and community partnerships to raise awareness, recruit volunteers, and increase funding to support the impact work. This position will assist in workplace campaigns by providing resources, presentations, and materials to participating companies. This position will be directly responsible for monitoring social media metrics and community engagement activities to evaluate the effectiveness of strategies and initiatives.

### Key Responsibilities:

- Manage UWSEI's social media accounts including content creation, scheduling, and engagement.
- Cultivate and maintain relationships with community stakeholders
- Assist in the planning and execution of workplace campaigns, collaborating with employers and employees to maximize participation and contributions.
- Co-create communication materials
- Assist in planning and executing events for UWSEI and Women United

**POSITION CONTACT:** Director of Donor and Community Engagement

### JOB DETAILS:

**Knowledge:** This position requires knowledge of multiple social media platforms, records management, broad computer software applications, administrative, and office practices.

**Skills:** This position requires skills in research, organization, interpersonal communication, and record keeping. This position requires extensive skills in Microsoft Databases such as; Word, Excel, and PowerPoint, data entry, and concise documentation, must be able to perform other duties as assigned.

**Abilities:** This position requires the ability to: communicate clearly; operate multiple database programs on computer; pay attention to detail, accuracy, and timeliness. Must be able to prioritize work and manage multiple projects; maintain confidentiality; communicate effectively orally and in writing; follow verbal and written instructions; establish effective working relationships and maintain rapport with team members, supervisors, partners, and public personnel. Must be able to perform essential job functions with or without reasonable accommodation while not endangering self or others.

**EDUCATION, EXPERIENCE and CONDITIONS FOR EMPLOYMENT:** The above knowledge, skills, and abilities are typically acquired through a combination of education and experience equivalent to:

- Associate's degree in related field. Commensurate work, educational, and training experience given full consideration.
- One to two years' experience managing business social media accounts, community outreach, or related roles.
- One to two years' experience of baseline website management using WordPress; including adding/removing content is preferred.
- Ability to work both independently and as part of a team, in a fast-paced environment.
- Passion for community development and social impact.
- **Conditions:** The following abilities are mandatory for fulfillment of the job requirements:
  - Bondable, insurable under UWSEI's insurance policy, and maintain a valid Idaho driver's license.
  - Attends meetings, trainings, and conferences to enhance expertise and performance as scheduled by supervisor and/or the CEO including requirements of outside funding sources or agencies.
  - Willing to travel on organization business at organization's reimbursement rates.
  - Must successfully pass mandatory pre-employment drug and background screening.