



ENGAGEMENT MANAGER

Regular Work Schedule: Full-time Monday-Friday 8:00 a.m. – 4:30 p.m. (flexibility available). This may include remote work or time spent in the field; occasional evening/weekend/after-hours work required.

POSITION SUMMARY:

The Engagement Manager will report to and work closely with the Executive Director to develop and implement the organization’s philanthropy and communications plan, ultimately directing the work of others essential to the success of marketing, communications, and philanthropy at Meals on Wheels Yolo County (MOW Yolo). As a member of the management team, the Engagement Manager will be included in organization-wide strategic planning and decision making and has a pulse on both short and long-term operational objectives, as well as a comprehensive view of the strengths, weaknesses, opportunities, and threats experienced by the organization.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

1. As a member of the executive management team, participate in organization-wide strategic planning and goal setting activities.
2. Connect the Yolo County community with MOW Yolo’s intent, impact, outcomes, and brand by developing and procuring creative and compelling designs and content delivered via direct mail, the www.mowyolo.org website, social media, e-marketing and e-newsletters, video, and printed materials.
3. Support the Executive Director to identify and pursue funding opportunities and to receive, track, and acknowledge gifts and grants, working closely with the MOW Yolo Administrative, Fiscal, and Programmatic functions.
4. Develop processes, protocols, and procedures that establish and maintain the effectiveness and efficiency of an Engagement Department at MOW Yolo.
5. Ensure that website content is “fresh” at all times.
6. Expand MOW Yolo’s social media presence beyond Facebook to Instagram, YouTube, LinkedIn, NextDoor, and/or other beneficial platforms, develop strategies and content schedules for each platform, and use data and analytics to inform those strategies.

7. Innovate new engagement and/or fund development initiatives and activities with the Executive Director.
8. Direct supervision of 1-2 employees as the Engagement Department builds out.
9. Participate in and support all organization-wide events and initiatives (including those of Friends of Meals on Wheels); invited to attend all Board of Directors meetings.
10. Coordinate with other staff as needed in a fast-paced environment to integrate all strategic elements of MOW Yolo work to strengthen organizational impacts and outcomes.
11. Model MOW Yolo core values and organizational culture in all work efforts.

Other Duties and Responsibilities:

1. Perform all other duties as assigned.

QUALIFICATIONS: Experience, Knowledge, Skills and Abilities Required

1. Three+ years of nonprofit communications and/or development experience, or an equivalent combination of relevant education/training and experience.
2. History of interrelated professional experiences related to communications, public relations, website management, social media management, design project management, and advertising and how they combine to philanthropically engage the community.
3. Strong data entry and reports background, ideally with experience in donor/CRM databases.
4. Motivated self-directed, self-starter with leadership potential. Accountability, willingness to experiment and pivot, and a mindfulness of deadline-driven workflow all are desirable.
5. Strong understanding of and existing relationships within the local communities. Able to demonstrate a high level of integrity and strong interpersonal skills that build upon these relationships both internally and externally.
6. Passion and enthusiasm for the mission and work of MOW Yolo that achieves goals by inspiring and motivating co-workers and the community.
7. Innovative creativity that articulates the MOW Yolo mission and aspirational goals to support philanthropic aims, gifts of time, and a high profile for MOW Yolo in the community.

8. Able to understand and analyze technical data and reports and make logical recommendations.
9. Able to be innovative, creative, flexible, adaptable, and highly organized.
10. Able to make decisions and prioritize in a changing environment, anticipate future needs, respond to unanticipated events, and meet deadlines.
11. Able to work positively and effectively with difficult stakeholders (internal and external)
12. Able to work independently with little supervision.
13. Exceptional written, oral, and interpersonal communications skills, as well as engaging presentation skills.
14. Proficient at learning and using electronic systems and databases.
15. Experience desirable with Adobe Illustrator, Photoshop, Acrobat, and Premiere Pro or similar programs for graphic design, as well as PDF editing, and video editing.
16. Experience as a photographer and/or selecting and editing photography for business, promotional, and social media purposes.
17. Proficient in Microsoft Office (Word, Excel, PowerPoint, Publisher); expertise with Excel filters, formulas, and charts preferred. Google Workspace familiarity a plus.
18. Background using a CRM database is desirable.
19. Willingness to take on new tasks and responsibilities as the position evolves and the organization grows.

Certificates and Licenses:

1. Valid California driver's license and proof of insurance.
2. Proof of COVID-19 vaccination + booster required.

WORKING CONDITIONS / PHYSICAL AND NON-PHYSICAL REQUIREMENTS:

1. This position works in an office environment shared with other staff and volunteers, with frequent interruptions and noise from conversations over the phone or with visitors.
2. This position also may work remotely from a home office occasionally or frequently, as public health orders and other organizational circumstances may dictate.
3. Regularly sit (up to 80%), primarily at desk or in meetings.
4. Regularly lift up to 10 pounds; occasionally up to 20 pounds.
5. Occasionally bend, stoop, kneel, crouch, crawl, climb, and balance.
6. Occasionally engage with activity in the warehouse or at an outdoor event, exposed to the elements.

7. May drive own transportation up to two hours per week, primarily for professional appointments, community outreach, and special events.
8. Frequent repetitive hand motion, grasping and fine hand manipulation up to six hours per day, primarily for keyboarding and handwriting.
9. Speak, hear, and clearly understand face-to-face or over the telephone conversations up to four hours per day.
10. Frequent learning, performing, and following of simple and complex calculations, instructions, and concepts.
11. Frequent analysis of data and information to make logical and relevant judgments and decisions.
12. Frequently works positively, effectively, and efficiently with internal and external customers in person, through video, via email, and over the phone.

Meals on Wheels Yolo County is an Equal Opportunity Employer.