

# JOB VACANCY

## Labor Liaison

### ➤ Responsibilities:

#### \* Relationship-Building, Community Engagement and Community Impact:

- Develop effective relationships with labor unions and AFL-CIO Central Labor Council (CLC) leaders to promote the work of United Way in the jurisdiction covered by United Way of the Plains;
- Represent labor across United Way's departments including community impact, resource development, communications, marketing and other areas, and develop strategies to clearly demonstrate the value of working with organized labor;
- Work in partnership with union representatives and employee giving boards to expand trust, strengthen connections, and advance a culture of giving to the United Way campaign and associated programs across unionized workplaces;
- Look for opportunities to engage labor unions and/or CLCs in community impact projects particularly those projects affiliated with United Way;
- Organize community service opportunities that are aligned with the UW's and labor's mutual impact goals, and recruit volunteers to ensure successful events;
- Connect union members to essential services in times of need, such as natural disasters and economic downturns including referring members to 2-1-1 for assistance.

#### \* Fundraising

- Partner closely with the VP of Philanthropy and the Philanthropy team to align labor engagement strategy with overall fundraising goals, ensuring union relationships contribute to campaign success;
- Develop labor (unions, CLC, and union member) participation recognition programs and materials;
- Provide best practice examples of corporate, employee, individual and/or special event fundraising approaches;
- Cultivate trust with unionized employers to support transparent sharing of United Way campaign participation data and work with internal teams to track, analyze, and report on performance trends, helping shape strategies to grow United Way participation and giving over time;
- Develop, in conjunction with volunteers, financial and non-financial goals for assigned workplace divisions in keeping with the overall campaign objectives;
- Ensure that accurate, up to date information is maintained in the United Way database for assigned workplace campaigns;
- Develop plans to engage unionized employees within UW corporate partners for better giving campaigns, and where applicable add new workplace campaigns where none currently exist.
- Develop comprehensive fundraising plans that engage unions and employers to ensure successful workplace giving campaigns and achieve fundraising goals;
- When possible, assist with any workplace campaign in the United Way of the Plains service area and develop interchangeable skills to support United Way goals when addressing the broader community.



### ➤ Requirements:

- o At least 5 years work experience preferred
- o Must be computer literate and familiar with desktop and database tools
- o Must have valid driver's license and reliable vehicle
- o Must be able to work evenings and weekends as needed
- o Must be available to travel out of the area overnight occasionally
- o Must be a Union member

#### More Info



Apply

Interested candidates send resume to:  
[office@whlaborfed.org](mailto:office@whlaborfed.org)

United Way is an equal opportunity employer and will support all applicants and employees regardless of, race, color, religion, gender, age, national origin, military status, veteran status, disability, sexual orientation, or any other characteristic protected by law.