

Position Description

Title: AFL-CIO Community Services Liaison

Reports To: Vice President

Department: Community Engagement and Marketing

Date: April 2025

About United Way of Dane County

United Way of Dane County mobilizes the caring power of our community so all can thrive multiple generations. Our mission is to unite the community to achieve measurable results that change lives. We are committed to being a catalyst for inclusion and systemic change—working collaboratively with local nonprofits, businesses, community leaders, donors and volunteers to address complex challenges no single person or organization can solve alone. Together, we are The Power of Caring. Working for All.

Our work centers around improving individual and family well-being so that everyone in Dane County can lead healthy, successful and secure lives. Guided by our Plan for Community Well-Being, we focus on four community goals across priority areas: Youth Opportunity, Financial Security, Healthy Communities and Community Resiliency – the building blocks of a stable life. Each of these goals is achieved through collective impact, the implementation of United Way initiatives and community-based programs operated by our agency partners.

One example of our longstanding commitment to community collaboration is our partnership with the South Central Federation of Labor, AFL-CIO. The partnership, formally established in 1963 with the creation of the AFL-CIO Community Services Liaison position, is guided by a Memorandum of Understanding that outlines our shared objectives, principles and procedures that are rooted in a common goal - to support people in need, regardless of the cause, by working together to strengthen health and human services. The AFL-CIO Community Services motto—*“To make a community a better place in which to live, work, raise a family, and retire”*—perfectly aligns with United Way’s values and mission.

Position Purpose

This position represents a long-term partnership between United Way and South Central Federation of Labor, AFL-CIO that serves as a key connector between Organized Labor, United Way and the greater Dane County community. The role promotes collaboration, engagement and support for individuals and families through community partnerships, outreach and fundraising.

Primary Responsibilities

40% Labor/Community Engagement and Outreach

- Facilitate labor representation on United Way standing committees in coordination with appropriate staff.
- Provide support to dislocated workers, including participation in Department of Workforce Development Rapid Response sessions.
- Promote 211 as a 24/7 information and referral resource.
- Serve as the main point of contact for external Organized Labor partners.
- Represent United Way and SCFL at monthly Latino Support Network (LaSup) meetings; provide regular reports.
- Support and participate in key SCFL events, including:
 - MLK Community Dinner
 - Workers Memorial Day
 - May Day
 - Letter Carriers' Stamp Out Hunger Food Drive
 - Bean Feed
 - LaborFest
- Participate in the annual WI State AFL-CIO Community Services Conference.
- Staff the SCFL Community Services Committee; assist Union Locals in developing community service projects (engagements).
- Attend and report at monthly SCFL Delegates' Meetings, including updates on dislocations, resources, 211 and HealthConnect.
- Collaborate with the Marketing team to develop ads for Union Labor News (six issues annually); contribute articles as appropriate.
- Manage all administrative functions of the role, including:
 - Scheduling and managing meetings
 - Responding to emails and calls
 - Document creation and organization
 - Record-keeping
 - Note-taking (when appropriate)
 - Expense and mileage reporting
 - Weekly time tracking
- Develop and maintain knowledge of key health and human services organizations and community resources.

40% Volunteerism and Service

- Support United Way initiatives including emphasizing workforce Plan for Community Well-being strategies.
- Attend meetings and contribute to work as needed.
- Identify and cultivate partnership opportunities within the community.
- Support corporate and community volunteer engagement strategies, to include pre/post planning, events, data, supply and inventory management.
- Grow participation and support by building awareness, strengthening partnerships and providing year-round opportunities to volunteer.
- Position United Way of Dane County as the "go to" for community and corporate volunteer needs for public, nonprofit, business and corporate partners.
- Work collaboratively with VP and Director, Community Engagement & Marketing, on aligning yearly goals with Strategic Plan.
- Support year-round community volunteer engagements.

- Support photo and video coverage of community and corporate engagements for social media usage.

15% Resource Development and Fundraising

- Leverage engagement within unionized companies to support fundraising and outreach.
- In collaboration with the Labor Division of the Campaign Cabinet, encourage Labor's participation in annual campaigns.
- Maintain Labor Union contacts in organizational database.
- Partner with Labor Organizations to explore new fundraising opportunities and events.
- Coordinate with Resource Development staff to identify potential business prospects.

5% Organizational Involvement and Support

- Attend required staff trainings and organizational meetings.
- Participate in strategic planning and organizational initiatives as appropriate.
- Develop proficiency with internal systems, including the CRM/database and other key software tools.
- Ensure leadership and volunteer contact information is updated as needed.
- Actively participate in at least one United Way internal committee.
- Perform other duties as assigned.

Education, Qualifications and Experience

- Bachelor's degree or an equivalent combination of education and relevant experience.
- Minimum 3 years of experience working collaboratively with unions and companies in a workplace setting.
- Active Union membership required.
- Experience in nonprofit organizations preferred.
- Demonstrated experience in event planning and project management is highly valued.
- Proven excellence in writing and editing for various audiences and platforms.
- Experience thriving in a fast-paced environment with strong organizational and interpersonal skills.

Knowledge, Skills and Abilities

- Highly effective written and verbal communication skills.
- Demonstrated ability to work professionally with diverse individuals and cultures.
- Proficiency with Microsoft 365 (Outlook, Word, Teams, Excel and PowerPoint), with the ability to learn and effectively use data management and CRM platforms.
- Strong problem-solving skills, with a resourceful and innovative approach to addressing challenges and modernizing outdated processes or tools.
- Excellent customer service skills, with the ability to engage and support both community members and internal staff.
- Flexible and adaptable to a variety of work styles; able to produce effective and efficient results in a team or independently.
- Exceptional attention to detail, time management and organizational skills.
- Ability to maintain strict confidentiality and exercise discretion.
- Must possess a valid Wisconsin driver's license and have reliable access to a vehicle.
- Must be able to lift at least 25 pounds.

Hours of Work:

- Full-time (forty hours) salaried, FLSA Exempt.
- Core hours are Monday through Friday from 8:00 am to 4:30 pm. Hours may vary based on activities and require early mornings, late evenings and in some cases weekend or holiday hours.
- This position is located at the Anderson United Way Center and is eligible for remote work as outlined in the staff handbook.
- Driving and travel (typically within Dane County) to attend meetings, events and engagements required.

DEADLINE TO APPLY: May 30, 2025, 4:00 pm

Please submit a resume and cover letter with your application. The cover letter should be no longer than two pages and clearly highlight your skills and experiences that demonstrate your qualifications for this position.

SALARY RANGE

\$53,000 - \$63,000 (based on experience). In addition to a competitive salary, we offer a comprehensive benefits package, including health, vision, dental, life and disability insurance. United Way contributes 8% of gross wages to a defined contribution plan. Employees also have the option to contribute to a 403(b) plan. We provide generous paid time-off, including vacation, sick and personal days, as well as 10 paid holidays each year.

United Way Values

United Way values are the beliefs and guiding principles that provide our organization with purpose and direction. They define and guide culture, shaping our organization's identity to achieve our mission.

Diversity, Equity & Inclusion: We provide opportunities for all people while working to change systemic and personal biases for equitable outcomes.

Excellence: We operate at the highest standards to achieve our mission and exceed community expectations.

Innovation: We create and catalyze unique approaches to address the community's most pressing needs.

Teamwork: We work in collaboration and cooperation towards a shared vision of community well-being.

Wellness: We respect and support one another, encouraging each other to create space for self-care and to lead balanced lives.

EEO/AAP Policy Statement

At United Way of Dane County, we not only accept difference - we celebrate, support and thrive on it for the benefit of our employees and community. United Way of Dane County is proud to be an equal opportunity workplace and an affirmative action employer. We center community in what we do and strongly encourage ALL people to apply to join us in our work at United Way of Dane County - regardless of race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, justice involvement, gender identity or expression, or any other characteristic protected by federal, state, or local laws.