

# Engagement Coordinator

**Direct Supervisor:** Director of Senior Services  
**Department:** Senior Services  
**Version Date:** June 2022  
**Salary Grade:** E  
**FLSA Status:** Exempt, Not Represented



## Position Summary:

Under the general direction of the Director of Senior Services, the Engagement Coordinator is responsible for strategy and implementation of internal and external communication, special event coordination, volunteer management, and daily operational support.

## Essential Responsibilities:

Primary responsibilities are to establish, plan, and execute a comprehensive communication plan that affectively informs engaged participants of ongoing opportunities at Uptown Social, as well as promoting Uptown Social to the greater Sheboygan community so as to attract new participants and members. In addition, the Engagement Coordinator assists the Director of Senior Services with planning of several annual special events, as well as recruiting and managing a team of volunteers to assist with daily operations of Uptown Social, personally assisting as needed. Daily operational support might include opening and closing the building, setting up for programs, cleaning up after programs, and interacting with participants.

### 1. Internal/External Communications:

- Serve as staff liaison to Communication Committee.
- Produce and distribute monthly print newsletter.
- Produce and schedule weekly e-newsletter.
- Create and execute social media content calendar, actively engaging participants with the private Insiders group as well as the general public through the general Facebook page. Explore and expand to other social media channels as they relate to our population of participants.
- Manage Uptown Social website.
- Coordinate external marketing campaigns, utilizing print, digital, radio, and other forms of media as appropriate and allowable within the marketing budget.
- Serve as first point of staff contact for participant questions related to program registration, special event registration, and Friends of Uptown Social annual membership.
- Assist in the promotion and publicity of Uptown Social program through community networking and development of business and community partnerships.
- With the help of the Director of Senior Services, solicit advertisers and sponsors for the monthly newsletter and weekly e-newsletter.

### 2. Volunteer Coordination:

- Oversee all volunteer and volunteer programs, including volunteer training and recognition opportunities.
- Manage team of volunteers to assist with staffing the reception desk; cover reception desk responsibilities if volunteers are not available.
- Recruit new volunteers as needed.
- Coordinate large volunteer events, such as annual Day of Caring community event.
- Serve as staff support to City of Sheboygan Senior Services Commission and Friends of Uptown Social Board of Directors

# Job Title

## 3. Special Event Coordination:

- Execute several special events annually as directed by the Director of Senior Services and Friends of Uptown Social.

## 4. Operational/Administrative Support:

- Maintain database of members and program participants, ensuring accurate reporting of daily attendance.
- Manage event/program calendars; coordinate room schedules with Program & Wellness Coordinator.
- Assist Program & Wellness Coordinator in the development and implementation of programs and activities that enhance the quality of life for Uptown Social participants.
- Work closely with volunteers and other staff to ensure program

## Education & Experience:

- Bachelor's Degree in Marketing, Communication, or other related field, or five or more years of relevant communication experience.
- Experience working in an older adult recreation environment preferred.
- Non-Profit experience preferred.

## Qualifications & Skills:

1. Strong interpersonal, verbal, and written communication skills.
2. An ability to meet deadlines and prioritize multiple projects.
3. Competency with basic record keeping systems.
4. Basic Graphic Design capabilities, experience with Adobe InDesign preferred.
5. Position requires initiative, resourcefulness; experience as a "self-starter" and a strong sense of responsibility.
6. Flexibility in varied job assignments.
7. Upbeat, positive attitude and willingness to work as a team is essential.
8. Ability to work with compassion and patience in an environment with older adults.
9. Perform other work-related duties as assigned, respond to requests for information in a timely and accurate manner.

## Post Job Offer Requirements:

Job offers for this position are contingent on the individual passing a pre-employment drug screen and background check.

## Work Environment:

The work environment and physical demands characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

# Job Title

## Department Summary:

The function of the Senior Services Department is to serve our customers in a way that establishes a relationship of mutual gratitude- our gratitude for our customer's patronage, and our customer's gratitude for the quality and value they receive. We want to encourage all citizens, especially older adults, to remain active and engaged in their community.

- The vibrancy and health of our organization depends upon the investment of each individual.
- We believe in the inherent value of ALL people.
- We believe in building collaborative relationships.
- We believe that older adults have talent and wisdom to share and are an important community resource.

## Acknowledgement:

The job description includes the essential responsibilities of the position and is not to be construed as all-inclusive. The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific essential responsibilities does not exclude them from the position if the work is similar, related, or is a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

My signature below is both an acknowledgement of my understanding of the job description for this position, as well as my commitment to uphold and promote the mission, vision, and core values of the City of Sheboygan, and work to fulfill the six values of the City's Strategic Plan.

Employee Name:\_\_\_\_\_ Employee Number:\_\_\_\_\_

Employee Signature:\_\_\_\_\_ Date:\_\_\_\_\_