

# EMPLOYEE CAMPAIGN COORDINATOR (ECC) JOB DESCRIPTION

The Employee Campaign Coordinator is critical to the success of your campaign by inviting people to care so lives are improved. The experience provides a great professional development opportunity for your staff.

## Role of ECC

- Secure a team of colleagues to inspire a successful campaign
- Collaborate with your United Way representative to plan and implement campaign activities
- Lead a successful campaign engaging employees from all levels of the organization
- Provide campaign results to United Way

## Competencies

- Strong Leader
- Project Manager
- Effective Delegator
- Excellent Communicator
- Motivator
- Knowledge of Organizational Culture

## Role of CEO

- Identify Employee Campaign Coordinator(s) with the competencies to ensure campaign success
- Encourage attendance at one of United Way's ECC Development opportunities
- Share your organization's monetary and participation goals with your ECC team
- Allow a minimum of 10 hours over the course of the campaign for the team to plan and implement for success
- Provide a budget for kickoff events, promotion and recognition
- Visibly support the campaign through employee communications and by attending events
- Articulate the value of United Way in building a strong community: an educated population; a prepared workforce; stable families; healthy neighbors
- Recognize the work of the ECC team upon completion of the campaign