



POSITION DESCRIPTION

Community Impact and Outreach Manager (Programs, Events, and Marketing Manager)

FULL TIME, NON-EXEMPT

WHO WE ARE

Founded in 1959 in Grand Junction, Colorado, United Way of Mesa County (UWMC) is a nonprofit 501(c)(3) organization that raises money from the community to fund local programs that address community concerns.

United Way of Mesa County does what no single organization can do. We connect and mobilize resources, people, and passion in strategic ways to achieve our goals, transform Mesa County, and change the story for thousands of people.

Our programs include Volunteer United, The United Way of Mesa County Book Exchange, and United to Solve Homelessness. We also offer a yearly grant for Mesa County nonprofits, accept donor designations, administer grants, and more.

For our 2025-2026 fiscal year, we are helping fund 25 programs at 19 different local nonprofit agencies with our Community Impact Fund Grant. The programs address a variety of social problems focused on financial security, healthy communities, youth opportunity, and community resiliency (our four focus areas).

UWMC is a small, but mighty team that collaborates and works together with community partners to fulfill our promises to the community. We hope you will consider applying to join our passionate and hard-working team!

GENERAL FUNCTIONS

The Community Impact and Outreach Manager oversees United Way of Mesa County's (UWMC) community impact programs, events, and marketing efforts. UWMC's impact programs include Book Exchange for Mesa County Youth, United to Solve Homelessness, and Volunteer United. This position will lead print and digital marketing efforts and produce UWMC's special events.

KEY AREAS OF RESPONSIBILITY

Community Impact Programs:

- Manage the Book Exchange for Mesa County Youth including collaborating with Friends of the Library to obtain books for restocks, monthly book restocks, and installation of new book exchange boxes/maintenance of current boxes.



- Manage the Volunteer United volunteer database including recruiting and training other nonprofits to join; encourage public participation.
- Facilitate the United to Solve Homelessness program. Duties include but are not limited to:
 - Public engagement information sessions.
 - Attending regional service provider meetings such as Homeless Coalition, serving in working groups of Mesa County Collaborative for the Unhoused, Connecting Council, etc.
 - Accompany the Services & Outreach Coordinator for mobile outreach.
 - Develop programming at the Service Hub with a focus on expanding services to ALICE (Asset Limited Income Constrained Employed) individuals and families.
 - Strategize with and support the Services & Outreach Coordinator in increasing meaningful programmatic impact.

Marketing:

- With the input of the Executive Director and Development Manager, oversee UWMC's print and digital marketing efforts to increase promotion, awareness, and engagement.
- Oversee social media efforts.
- Produce and disperse the monthly e-newsletter.
- Manage UWMC's website.
- Host a monthly radio show with community partner guests on KAFM.

Events:

- Produce UWMC's special events including (but not limited to) Taste of the Grand Valley, Evening of Gratitude, Day of Action, Unity in Community, and Unite the Night.
- Recruit and manage volunteers for special events and UWMC functions.
- Promote events and ticket sales.
- Support the Development Manager with event sponsorships.

This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time.

QUALIFICATIONS

- Previous experience/education in programs, marketing, and events.
- Nonprofit experience preferred.
- Strong organizational and time management skills, and the ability to prioritize and manage multiple responsibilities.
- Track record of setting and meeting goals and ability to meet strict deadlines.



- Bachelor's degree in business, marketing, or related field, or the combination of education and experience that would enable performance of the full scope of the position.

WORKING CONDITIONS

- Normal office environment with little exposure to dust, noise, temperature extremes.
- Ability to lift 20 pounds.
- Frequent driving within Grand Valley area for presentations, events, and meetings.
- Extended viewing of computer monitor.

COMPENSATION

- Position is full-time, non-exempt, with starting pay \$50,000-\$52,000 depending on skills and experience
- Monthly Health Stipend
- Appleton Clinic Membership
- Dental and Vision insurance
- Paid vacation and personal days
- SIMPLE IRA with 3% employer match (after six months)

To Apply: Please send your resume and a cover letter specific to this position to Cassidy Lujan at Cassidy@uwmesacounty.org.