



Position Description

United Way of Peterborough & District

Labour Development Officer

Position Title: Labour Programs & Services Development Officer

Reports to: Director, Philanthropic Impact, President Peterborough & District Labour Council & the Canadian Labour Congress Representative

Date of Revision:

Approved: July 25, 2016

Position Summary:

The United Way operates as an open, dynamic, high functioning team that values resourcefulness, creativity, and integrity. Our goal is to mobilize resources to build a stronger community. The incumbent actively advances a stakeholder-centric culture and utilizes stakeholder input to drive organizational decisions.

The Labour Programs and Services Development Officer facilitates a closer working relationship among LC and CLC affiliated unions, the United Way of Peterborough & District, and community organizations with the goal of building stronger and healthier communities. The Labour Programs and Services Development Officer is critical to fulfilling the shared mission of United Way and the labour movement by working with the local labour community to actively support the work of the United Way. The Officer plays an important role in supporting United Way's community development efforts by overseeing and supporting the organization's community impact and investment activities.

Labour Programs and Services Development Officers manage a portfolio of relationships and revenue generation partnerships. The Labour Programs and Services Development Officer plays a critical role in developing relationships on behalf of United Way and in fostering a social justice culture in the community. In close collaboration with the Director, Philanthropic Impact, the Labour Development Officer assists in implementation of strategic directions and ensures revenue generation and impact operations are within approved policy guidelines agreed upon by all parties in the partnership.

Key Duties & Responsibilities:

Leadership of Labour Program and Services

- Develops and implements an annual plan for labour programs and services, in conjunction with the Director, Labour Council, and Canadian Labour Congress.
- Leads and manages the affairs of the program, including: budgeting and budget control, program direction, working with the assigned committees, communications, and reporting functions.
- Implements policies, plans, and projects decided on by United Way, Labour Council and the Canadian Labour Congress.
- Supports the Labour Council and United Way departments in recruiting, placing and supporting labour volunteers in their work at all levels of the United Way.
- Act as a resource person for the Labour Council and its committees on matters affecting labour participation in the field of social services.
- Assist with the development and maintenance of community services programs adopted by the Labour Council.
- Communicates with and provides education opportunities for the Labour Council and local affiliates on the roles, structure and policies of United Way, as well as current issues affecting United Way and the social service sector.
- Builds understanding of United Way's role throughout the labour community.



Position Description

United Way of Peterborough & District

Labour Development Officer

- Builds understanding of labour's role among United Way volunteers, staff, and community agencies communicating labour's position on relevant issues.
- Informs United Way of labour's interests, concerns, position and activities in the field of social services.
- Works with other United Way departments in setting priorities and plans.
- Develops and implements labour participation recognition programs directly and/or through other departments.
- Liaises and meets with labour staff from other United Ways to share information and develop movement-wide initiatives.
- Participates in educational and training programs, conferences of the CLC, Labour Council and the United Way of Canada as well as other applicable educational functions.
- Attends the triennial CLC Convention and the Ontario Federation of Labour Convention.

Education and Training of Labour Community

- Understands the work of member agencies in order to communicate the availability of services to labour members.
- Establish and conduct training programs for union members to inform members of the availability of social, health and human services in the community.
- Promotes, delivers and evaluates labour community advocate training.
- Undertakes follow-up training and support of labour community advocates by: developing advanced courses; assisting with problem solving; establishing and advertising programs within local unions upon approval of the local executive.
- Develops a network of community-union activists for the purpose of follow up, education and training, and to ensure active involvement in the Peterborough community.
- Provides training and education to United Way staff, volunteers and agencies on the roles, structure and policies of labour.
- Organizes and directs other community or labour conferences and seminars to educate on and discuss issues of current concern.
- Promotes awareness of the relevant programs and policies of the CLC and United Way Centraide Canada (UWCC).

Liaison between Organized Labour and United Way

- Ensures clear and timely communication between United Way, the Labour Council and the Canadian Labour Congress on a regular basis and as needed to ensure good working relationships.
- Assists Labour Council in assigned activities including: recruitment of volunteers for United Way positions, policy development, preparation for media presentations, education and training programs.
- Assists the Labour Council and the CLC identify and maintain an updated database of active union membership in the community.
- Facilitates on-going problem identification and problem solving.

Account Management & Revenue Generation:

- Undertakes a lead role with organized labour in communicating the value of United Way and its partner agencies.
- Develop and deliver results-driven revenue generation activities within unionized workplaces, to increase annual revenue, attract and retain donors and volunteers and promote year-round communication and engagement.
- Creates activities which profile the Labour Movement's commitment to United Way including securing endorsement letters from Officers and Officials of the Labour Movement indicating their support for United Way.



Position Description

United Way of Peterborough & District

Labour Development Officer

- Develop and implement strategies and plans for a portfolio of labour-based workplace campaigns in order to meet fundraising goals, key performance indicators and other measures.
- Undertake donor identification and research, cultivation, proposal development, solicitation and stewardship.
- Build cohesive relationships with workplace representatives to share data and implement best practices with volunteers to promote participation in United Way.
- Ensure all stewardship and recognition activities are in place and implemented for all donors within their portfolio.
- Apprise Director of key labour developments which have positive or negative implications for relationships.
- Work in collaboration with all parties and labour leaders to develop goals and benchmarks for new revenue and engagement.
- Stay apprised of trends or issues within the labour movement that affect business climate or culture, and economic environment which could impact fund development.
- Project manage assigned United Way revenue generation and community impact events.

Relationship Management:

- Involves union members in the planning of community health and welfare services by encouraging union members to become involved with United Way community impact and border community/social justice committees.
- Ensure that Labour stays informed of and involved with United Way's activities.
- Document and report Labour's partnership with United Way to ensure Labour's commitment is heard and respected.
- Personally initiate, build and sustain positive relationships with key stakeholders in assigned relationship portfolio.
- Capture, enter and maintain relevant stakeholder information in database. Effectively embrace and utilize the United Way database to manage relationships.
- Recruit, support and manage volunteers.
- Demonstrate exemplary stewardship by providing necessary and timely feedback on investments, program information, and progress toward our community goals to labour partners, company representatives, donors and volunteers.
- Supports the Director with building positive and effective working relationships with United Way's Partner Agencies.
- Facilitate conversations with funded agencies to build their capacity around community impact.
- Strategically align partnerships and investments with United Ways identified priority areas, mission, and community impact mandate.

Community Impact & Investment:

- Collaborates with the Philanthropic Impact Team to oversee and support the United Way's Community Investment activities.
- Ensures the voice of labour is represented in United Way's Community Investment process.
- Lead, leverage, participate and collaborate through involvement in strategic community initiatives involving multiple stakeholders
- Contributes to advocacy and policy change work to improve conditions aligned with assigned impact area portfolios.
- Recruit, train, develop, orientate, and evaluate community volunteers in support of their role in the United Way's funding allocation process



Position Description

United Way of Peterborough & District

Labour Development Officer

Education & Experience Required:

- Demonstrated knowledge and experience regarding the philosophy, history and objectives of organized labour.
- Experience as an elected, appointed, or staff officer of a labour organization.
- Experience operating within the structures and decision making processes of local unions and/or central labour bodies
- Organizing experience and strong facilitation skills.
- Previous experience with United Way and community agencies is an asset.
- 3 to 5 years of applied relationship and problem solving skills.
- 3 to 5 years of project management or event management.
- Previous experience working with volunteers and committees.

Knowledge, Skills & Abilities Required:

- Effective oral and written communication skills.
- Proven time management skills and ability to effectively organize work in an environment with competing work duties.
- Strong interpersonal skills required to supervise and motivate volunteers.
- Strong presentation skills and a proven ability to teach others about the social services sector, the impact of United Way and its members agencies and organized labour's role in supporting United Way.
- Knowledge and understanding of accepted fundraising practices.
- Strong analytical and problem solving skills.
- Knowledge or experience within the social services sector as either a staff person or volunteer. Experience working within the United Way movement is an asset.
- Demonstrated skill in communication and stakeholder relations in order to gain the respect of organized labour and to motivate organized labour towards the goals established for this position.
- A committed team player who is also able to work in a self-directed manner.
- High level of enthusiasm, creativity and flexibility.
- Sound computer skills including: spreadsheets, word processing, email/internet, database management and/or fundraising software.
- Support for the mission and vision of the United Way, its member agencies and the labour movement.

Working Conditions / Physical Environment:

- Office time will be spent between the United Way and Labour Council offices as agreed upon by the parties.
- Access to adequate transportation is essential.
- Non-traditional hours are required due to deadlines or other operational issues.
- Work is completed in an environmentally controlled office building from during established work hours from Monday to Friday.
- Two 15 minute break periods are provided with one hour unpaid lunch break.