

Prosperi-Key Relationship Coordinator



United Way
of Buffalo & Erie County

The United Way of Buffalo & Erie County is seeking a results-driven individual willing to work part-time to support a new and exciting initiative called Prosperi-Key. Prosperi-Key is a digital platform designed to give purchasing power to ALICE (Asset Limited Income Constricted and Employed) families. The platform seeks to connect local businesses to these consumers using customized offers. The successful candidate will have project lead responsibility for all aspects of the initiative interfacing with finance, operations, resource development and marketing as well as external partners to ensure successful implementation. Initial focus will be on the sales process including but not limited to recruiting businesses and users to the platform. In addition, they will provide support to recruited businesses to engage on the platform and assist in creating and composing customer service and product offerings. This position reports to the Program Director - Health & Wellness.

Responsibilities:

- Recruit businesses and assist customers to build opportunities for increasing their customer base while giving back to the community.
- Develop and maintain a plan for identifying and targeting prospects representing the diversity of low income communities, and tracking the performance of business recruitment, retention and expansion.
- Actively use Salesforce data system by capturing, entering and maintaining critical information.
- Work closely with business partners to develop content and effectively communicate offers on the digital platform.
- Collaborate with platform directors and all areas of the organization to effectively recruit businesses that align with the interests and priorities of ALICE households.
- Work with the national Prosperi-Key data analytics staff to evaluate the effectiveness of the program in the Buffalo market. Present data to the Prosperi-Key staff, lead critical review process and suggest/coordinate course adjustments.
- Work with the Resource Development Team to help secure non-offer sponsors and business offerings.
- Represent the United Way mission, vision and values and exemplify the competencies of the Prosperi-Key Relationship Coordinator Position.
- Participate in related organizational, departmental and committee meetings and training programs to enhance product knowledge and cross-selling skills.
- Engage in job-related travel to designated meetings, conferences, and events.
- Maintain established departmental policies, procedures and objectives.
- Support diversity, equity, and inclusion work within the organization and in the community.
- Visibly demonstrate United Way Values of agility, equity, service, integrity, collaboration and accountability.
- Perform general office duties such as typing, filing, data entry, opening mail, etc. • Perform other duties as requested.

Education, Skills, Knowledge, Experience:

- Proven consultative sales experience in related fields with two or more years of experience preferred.
- Understanding of work that advances equity and develops strong relationships in key focus communities with proven ability to engage and deepen relationships resulting in successful sales outcomes.
- Business development skills including the ability to collect and analyze data for purposes of strategic decision-making.

- Ability to handle administrative tasks and multi-task with efficiency.
- Excellent verbal and written communication skills with an ability to relate effectively with a diverse group of individuals and organizations and the ability to compose written material that compels action. Graphic design skills are a plus.
- PC proficiency- knowledge and expertise using customer relationship management systems is a plus.
- Demonstrated ability to work in a cross functional team environment.
- Positive attitude.
- Ability to manage ambiguity and change.
- Sound judgment, discretion and commitment to maintaining donor confidentiality.
- Must possess a valid driver's license and have unrestricted use of a reliable automobile.

Contact Information:

For consideration please email a cover letter and resume to jobs@uwbec.org attention Beth Sullivan, Human Resource Manager.

United Way of Buffalo & Erie County has a commitment to equal opportunity employment by affirming the value of diversity and by promoting an environment free from discrimination. UWBECE encourages people of diverse backgrounds and experiences to apply for this position.