

United Way of Douglas & Pope Counties

JOB DESCRIPTION

<p><u>Job Title:</u> Marketing & Communications Coordinator</p>	<p><u>Department/Location:</u> United Way Main Office</p>
<p><u>Accountability:</u> Executive Director</p>	<p><u>Date:</u> December 2024</p>
<p><u>Status:</u> 0.8 FTE (In-Office Position)</p>	<p><u>Office Hours:</u> M-Th 8:00-4:30</p> <p>Flexibility required for occasional evening/weekend hours to support programs/events.</p>

JOB SUMMARY: The Marketing and Communications Coordinator is responsible for researching, developing, designing and implementing key messages and materials for United Way of Douglas & Pope Counties as well as directing the development of year-round marketing and communications strategy for the organization. The coordinator will create purpose-driven, active dialogue with a target audience (donors, partners, and stakeholders), with the goal of developing visibility and a positive image and reputation by relating it to its interest groups. This individual will work firsthand with campaigns, community impact programs, special events and grant writing.

MAJOR AREAS OF ACCOUNTABILITY:

<p><u>Public Relations/Marketing/Donor Relations:</u></p> <ul style="list-style-type: none"> A. Develop and maintain positive relationships within the UW organization and with outside businesses, individuals and agencies. B. Develop and implement a strategic, year-round marketing/communications plan. C. Design and/or coordinate all organizational marketing materials, including but not limited to website, promotional materials, advertising, campaign video, blog, e-marketing campaigns, etc. D. Develop and maintain social media presence. E. Ensure consistent, quality implementation of United Way’s brand in all areas of the organization internally and externally. Abide by UWW brand standards and guidance and utilize marketing assets provided. F. Oversee daily program operations related to Marketing and Communication. G. Oversee record keeping systems, communication timelines, and all other means of organization relevant to Marketing and Communication. H. Maintain compliance with United Way procedures, policies and guidelines. I. Assist in the development and maintenance of marketing budgets.
<p><u>Campaign and Programming:</u></p> <ul style="list-style-type: none"> A. Assist in developing all campaign materials. B. Develop and assemble campaign-manuals and team materials. C. Develop campaign packets for presentations and events. D. Coordinate distribution of campaign materials to businesses with UW staff. E. Coordinate Partnership and Sponsorship packages and marketing materials. F. Update contact databases on a continued basis. G. Research, collect data and assist in marketing development of Community Impact Programs. H. Development and implementation of other campaign and programming initiatives that enhance UWDP viability. I. Work collaboratively with Executive Director to write grants to support UWDP and its programming.
<p><u>Written and Verbal Communications:</u></p> <ul style="list-style-type: none"> A. Serve as a spokesperson for the organization, speaking at events, and supporting fundraising initiatives through strategic communication and donor engagement. B. Speak publicly in a positive and engaging manner on behalf of the UW campaign and fundraising, as well as all other aspects of UWDP. C. Research, prepare, create and send correspondences through a variety of communication venues. D. Implement and manage external communications including media sources, community event calendars and educational materials.
<p><u>Other Duties as Assigned:</u></p> <ul style="list-style-type: none"> A. Collect and generate all necessary reports required by the Executive Director or the United Way Board. B. Attend events, meetings, in-services and workshops that are relevant to your assignments or assigned by the Executive Director. C. Schedule, attend and prepare paperwork for meetings.
<p>Perform all related work as assigned.</p>

CRITICAL SKILLS/EXPERTISE:

Physical Involvement:

- Position involves occasional fingering keys for word processing
- Position involves occasional lifting up to 50 pounds.
- Position involves frequent lifting of 10-25 pounds.
- Position requires regular periods of sitting at a computer.
- Position involves listening, speaking clearly and visual acuity.

Mental Involvement:

- Position requires multi-tasking while dealing with constant interruptions.
- Position requires working collaboratively with staff to meet the goals of the United Way of Douglas & Pope Counties.
- Position requires exercising confidentiality in handling client information.
- Position requires foreseeing and planning for upcoming scheduled events and deadlines in a timely manner.
- Position requires working with individuals who have varying levels of abilities and skills.

Working Conditions:

- Normal office conditions.
- Travel to events, community locations and/or offsite meetings.

Supervision of Other Employees:

- Manage interns and other Marketing & Communications volunteers.
- Generally, does not include supervision of other staff, but may provide work direction.

MINIMUM QUALIFICATIONS:

Education:

- High School diploma or equivalent required.
- Associate or bachelor's degree marketing, communications, graphic design, or related field or equivalent experience required.

Experience:

- Previous Marketing and Communications or graphic design experience preferred.

Special Knowledge or Skills:

- Ability to make decisions and act within United Way policies, procedures and guidelines.
- Ability to work independently.
- Ability to complete paperwork, budgeting and other office tasks in a timely manner.
- Ability to plan and implement Community Impact and promotional programs.
- Proficiency in technology, social media platforms, and e-mail marketing.
- Excellent customer service relations skills.

Equipment, Machines, Tools, Electronic Devices, Software:

- Operate computer, printer, photocopy machine, and phone system.
- Proficient in various software applications including Microsoft Teams, Adobe Creative Suite, Adobe Illustrator, Canva, etc.

JOB OUTCOMES:

- Projects a positive, cooperative and respectful attitude with community members, staff and all individuals associated with any aspect of the United Way.
- Maintains a positive, professional and safe environment at all times.
- Promotes programs through community networking and recruiting efforts.
- Successfully coordinates, develops and implements marketing and communication materials and strategies to meet the expectations and goals of the United Way of Douglas & Pope Counties.
- Successfully researches, assists in coordination and communicates Community Impact programs in collaboration with United Way staff members to meet the expectations and goals of the United Way of Douglas & Pope Counties.
- Effectively help grow the campaign year over year.

This description describes the general nature and work expected of an individual assigned to this position. Employees may be required to perform other job-related duties as requested by their supervisor. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.