

**MARKETING COORDINATOR**

<b>Position Title:</b>	Marketing Coordinator
<b>Reports To:</b>	Director of Community Relations
<b>Type of Position:</b>	Full-time; Permanent
<b>FLSA Status:</b>	Exempt

**ROLE:** The Marketing Coordinator supports the mission of United Way of Yellowstone County (UWYC) to implement communication, marketing and advertising strategies to enhance the United Way brand.

The Marketing Coordinator supports the Director of Community Relations in

1. Elevating UWYC’s visibility, community engagement, and awareness
2. Advancing the brand and positively positioning UWYC as a philanthropic leader and trusted partner in the community
3. Executing a marketing plan and paid advertising plan.
4. Collaborating with staff to ensure consistent messaging and uniformity of presentation.

**KEY RESPONSIBILITIES:**

- Graphic Design - Create print and online promotional materials, primarily utilizing Canva and Adobe.
- Social Media - Manage UWYC’s social media posts-- updating Facebook, Instagram, LinkedIn, X, TikTok, and YouTube with news and events as well as photo and video assets.
- Video - Create programmatic, topical and fundraising promotional videos.
- Photography - Document program events, key happenings and creative content. Edit and resize visual assets for use online and in print.
- Writing - Compose content for website, press releases, marketing materials and monthly newsletter via Constant Contact.
- Website Content Management - Work with OneEach platform to assist with content and creative updates to website, as well as back-end form creation and data collection.
- Media Relations- Work with media outlets to garner coverage for United Way. Participate in media interviews, as warranted. Maintain media contact list.
- Monthly email signature messaging – Design messaging and train staff for implementation.
- Calendar of events – Maintain list to properly synchronize and promote engagement opportunities.
- Advertising plan– Help with media buys, collateral deliverables, and tracking.
- Crisis communications– Assist in maintaining emergency and crisis response messaging.

**OTHER DUTIES AND RESPONSIBILITIES:**

- Due to its leadership role United Way is called upon to support the community during times of crisis, it is the expectation that all United Way staff will be fully engaged in the organization's crisis plan and response efforts.
- Provide assistance as needed to other UWYC programs and personnel.
- Always serve as an UWYC ambassador by communicating the mission and vision of United Way.
- Represent UWYC at community meetings and functions.

- Participate in professional development opportunities to expand knowledge and skills.
- Perform such other related duties as directed by the President/CEO.

#### **EDUCATION AND EXPERIENCE:**

- Bachelor's degree or three years relevant experience (fundraising, volunteer management, donor relations, marketing/communications and/or business development and sales).
- Demonstrated success with marketing campaigns.
- Proficient Microsoft Office Suite experience.
- Excellent oral, written, interpersonal, and time management skills.
- Experience with social media platforms and website content management systems.
- Ability to work well independently and self-directed and within a team environment.
- Ability to work in a fast-paced environment and juggle multiple priorities; ability to react and adjust quickly to changing conditions.
- Ability to communicate effectively both verbally and in writing to interact effectively with people of diverse backgrounds.
- Possess a valid Driver's license and current auto liability insurance and reliable transportation.
- Available to work Monday-Friday daytimes with occasional evenings, weekends, or early mornings.

#### **OVERALL SKILLS & ABILITIES:**

1. **Language Skills:** Ability to read, analyze, and interpret professional documents. Ability to write and create documents in a manner that is understandable and organized. Ability to effectively present information and respond to questions. Ability to use effective interpersonal communication skills when interacting with staff, donors, community partners, and others.
2. **Communication:** Excellent skills communicating with diverse individuals and groups.
3. **Reasoning Ability:** Ability to solve practical problems and deal with a variety of variables. Ability to synthesize a large amount of information into concrete needs and action steps. Ability to engage in strategic thinking and planning.
4. **Physical Demands:** The physical demands of the position are representative of those an employee encounters while performing the essential functions of this job. The employee can expect to sit or stand in front of a computer for long periods, extensive use of computer keyboard, ten-key, and phone. General movement around the office for communicating with others, using the copier, and filing. UWYC may make accommodations for those with disabilities to perform the essential functions of the job. The noise level in the work environment is usually low to moderate.

#### **UNITED WAY CORE COMPETENCIES FOR ALL STAFF**

- **Mission-Focused:** Catalyze others' commitment to mission to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivations.
- **Relationship-Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator:** understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.

- Results-Driven: Dedicated to shared and measurable goals for the common good, creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- Brand Steward: Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

**DIVERSITY, EQUITY & INCLUSION STATEMENT:**

Diversity is a core value at UWYC. We are passionate about building and sustaining an inclusive and equitable working environment. We believe every member on our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design and deliver solutions.

Diversity, equity, and inclusion are vital to achieving our mission, living our values, and advancing the common good. UWYC is committed to diversity, equity and inclusion within its own organization and the community. The officers, directors, committee members, employees and persons served by UWYC shall be selected in a manner to promote diversity, equity, and inclusion and entirely on a non-discriminatory basis with respect to race, religion, national origin, ethnicity, age, gender, gender identity and expression, disability, sexual orientation, veteran-status, familial status, or socio-economic status.

**Compensation:** Hiring Salary Range: \$42,000 -\$48,000 DOE.

**Benefits:** United Way offers flexible schedules and a comprehensive benefits package:

- 100% employer paid health/dental/vision premiums
- A minimum of 10 vacation days, 12 sick days, 11 holidays, and 2 personal days
- Paid Summer Fridays off
- 403(b) with 5% employer contribution and 5% employer match after the first year
- Flexible spending and dependent care accounts
- Free before-and-after-school Childcare

**To Apply:**

Interested applicants should submit a resume and cover letter via email to Dean Wells, HR Director, [unitedway@uwyellowstone.org](mailto:unitedway@uwyellowstone.org), using "Marketing Coordinator" in the subject line.