

MARKETING & COMMUNICATIONS COORDINATOR

Department: Marketing & Communications
Reports to: Director of Marketing & Communications

ORGANIZATIONAL OVERVIEW

United Way of Erie County is a local social impact organization focused on breaking the cycle of poverty in our region. Our Vision is that the Erie region is a collaborative community of opportunity where ALL students succeed and ALL families thrive.

At United Way of Erie County, we value the differences of ideas, experiences, and individuals without regard to race, religion, color, gender, nationality, sexual orientation, physical challenge, or age. We believe we are strongest when we are most inclusive.

POSITION SUMMARY

The **Marketing & Communications Coordinator** is an enthusiastic team member of the Marketing & Communications department reporting to the Director. They provide brand management support and assist with the implementation of marketing, public relations, advertising and promotional strategy for the organization.

ESSENTIAL FUNCTIONS

Marketing

- Maintaining and developing United Way's websites (UnitedWayErie.org, GetConnectedErie.org)
- Assist with content and scheduling of social media posts
- Media relations activities including writing press releases and media alerts, maintaining a digital news archive, and participating in strategic communication efforts
- Event (virtual and in-person) support
- Photography and videography (including editing and working with external vendors)
- Research and estimates

Brand Management and Graphic Design

- Maintain a thorough understanding of United Way Worldwide brand guidelines
- Maintain a thorough understanding of United Way product-specific messaging and brand procedures including those for Community Schools, Erie Free Taxes, 211, Imagination Library and Raising Readers
- Designing and developing collateral materials for both Resource Development and Community Impact departments with brand fidelity using Canva and Adobe Creative Suite



United Way of Erie County

Communication

- United Way email communications support with content, design and layout
- Imagination Library eNewsletter content, design and layout

Digital Strategy

- Social media management support
 - Accounts under management:
 - Facebook: United Way of Erie County, Imagination Library, Get Connected, Erie FREE Taxes, Young Leaders Society group
 - LinkedIn: United Way of Erie County company page
 - Community Schools specific affinity page
 - Twitter: United Way of Erie County, Erie FREE Taxes, Get Connected
 - Instagram: United Way of Erie County
- Google AdWords nonprofit account support
- Digital advertising support (e.g. – Pandora and Spotify ads for Erie FREE Taxes)
- Content management and video cataloging on United Way YouTube channel

EDUCATION

Bachelor's degree in marketing, communications or other related field preferred.

EXPERIENCE

This is an entry level position. Minimum of 2 years of experience is preferred.

SALARY RANGE

\$42,000 - \$44,000

REQUIRED SKILLS

- Excellent written and verbal communication skills.
- Must have excellent verbal and written communication skills; must be detail-oriented, well-organized and able to set priorities under pressure.
- Must be creative-minded self-starter who can multi-task well.
- Must be professional, hard-working and have excellent time management skills.
- Must have strong writing and interpersonal skills.
- Proficiency with Word, Excel and PowerPoint is necessary.
- Must be proficient with Canva, Adobe Creative Suite including Photoshop, InDesign and Illustrator. Experience with design for print and electronic media required.
- Must have social media and web site content management experience. Knowledge of Facebook, Instagram, Twitter, YouTube, Google Analytics required. HTML preferred, but not necessary.
- Event management and organization experience is preferred.
- Have a strong commitment to programs and services that address community issues



United Way of Erie County

- Understands outputs, indicators and outcomes.
- Ability to understand and promote United Way's work including resource development and community impact departmental focuses.
- Ability to establish and maintain strong effective working relationships.
- Ability to work cross-functionally to advance progress toward and achieve goals.
- Ability to work under pressure, adapt to change and solve problems.
- Empathy and understanding of those in need or at risk.
- Ability to leave a personal agenda aside for the common good.

PHYSICAL REQUIREMENTS

- Worker must frequently talk, hear, and use typical office equipment.
- Worker sits most of the time; routinely required to walk and travel by car.

WORK ENVIRONMENT

- Primarily works in climate-controlled office-based setting.
- May be required to work remotely during the COVID-19 Pandemic per official state/local guidance.
- Position may require worker to commute to offsite locations to complete business.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.