

# UNITED WAY OF GREATER LAFAYETTE

## MARKETING & DESIGN ASSOCIATE

**Reports to:** Director of Marketing and Engagement  
**Send Resume & Cover Letter to:** ebarrett@uwlafayette.org  
**FT/PT:** Full-Time

**Position Overview:** Work under the supervision of the Director of Marketing and Engagement to create materials that connect people with the work and impact of United Way of Greater Lafayette and promote personal engagement of supporters with United Way initiatives and volunteer opportunities. Create visual concepts, by hand or using Adobe Creative Suite, to communicate ideas that inspire, inform, or captivate consumers. Develop the overall layout and production design for advertisements, invitations, brochures, e-marketing messages, website graphics and corporate reports. This position is responsible for enhancing our internal and external communication to improve how we connect with the Greater Lafayette community, the media, and our donors.

### Primary job functions

- Help brainstorm and execute social calendar/ blog and UWGL Media Calendar
- Assist with deployment of e-mail marketing campaigns
- Create written content for print, website, and social media
- Maintain and develop web content for accuracy and relevant information
- Create original video content by developing fresh story ideas and conducting interviews
- Produce video content for multiple platforms and re-establish brand presence on YouTube
- Create and distribute media advisories and press releases for news, notifications, and events
- Develop graphics and visual or audio images for product illustrations, logos, and websites
- Select colors, images, text style, and layout consistent with the United Way Worldwide brand
- Maintain the consistency of the United Way brand across channels while pursuing creative solutions to marketing challenges
- Work collectively to gather information and program statistics for impact marketing

### Secondary job functions:

- Administrative functions related to position
- Assist with organizational projects as needed
- Assist with planning AV for special events
- Maintain electronic video and photo filing system

### Position Requirements:

- Bachelor's Degree in Marketing, Communications, or Graphic Design preferred.
- Minimum of two years' experience in related field or educational equivalent
- Demonstrated ability to manage multiple projects and meet deadlines required
- Proven organizational, written, verbal and creative skills, with attention to detail and follow through
- Experience with journalism, advertising, print and electronic media preferred
- Demonstrated skills using MS Office products, Adobe Creative Cloud, and video editing software
- Excellent written and oral communication skills
- Self-motivated; works independently
- Ability to utilize social media platforms such as Facebook, Instagram, Twitter, and YouTube
- Proficient with video production equipment (cameras, audio, lighting, etc.)
- A great eye for color, composition, and branding
- Preferred candidates will have a YouTube channel or portfolio

### Other Skills/Abilities:

- Hard working, Ethical, Team Player, Goal Driven
- Detail Oriented, Organized, Motivated, and eager to learn
- Provide excellent service and present the organization in a positive manner

**Work Environment/Physical Demands:** The physical and mental demands of this position are representative of those that must be met by an employee to successfully perform the essential job functions. While performing the duties of this job, employee is regularly required to use hands to finger, handle, feel objects, tools, or controls, and talk and hear. The employee frequently is required to sit and reach with hands and arms. The employee is occasionally required to stand, walk, stoop, kneel, crouch or crawl. The incumbent must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. This position includes extended viewing of a computer monitor to perform essential job functions. Work schedule may occasionally involve weekends and/or evenings as needed for special events, programs, etc. There are seasonal times where heavy workloads and deadlines may be pressing.

**Note: Criminal background check will be required. This job description is not intended to be all-inclusive. Interns may perform other related duties to meet the ongoing needs of the organization.**

