

**Position Overview:** A successful Marketing & Communications Associate will be passionate about connecting people with the work and impact of United Way of Greater Lafayette and promoting personal engagement of supporters with United Way initiatives and volunteer opportunities with compelling storytelling through digital communication. You will work closely with multiple teams, both internal and external, to ensure consistency through digital, print and traditional communication channels. Working alongside the Marketing Team, you will develop the voice, tone and consistent output of content that drives our community to engage.

### **Job Duties & Responsibilities**

#### **Digital Content**

- Working with the Marketing Team, create and maintain a social media content calendar in accordance with the strategic marketing plan
- Write content for social media and blog posts
- Provide live social media coverage at key events as needed
- Stay up-to-date on latest social media best practices and trends; advises on platforms and tools
- Manage and monitor daily posts and engagement
- Track and report on social media, blog, and email performance
- Plan, write, and build monthly/quarterly/etc. email communications in Salesforce Marketing Cloud
- Import and export contact lists as needed from different sources (MS Forms, MobileCause, etc.)
- Support SEO strategy and keyword research

#### **Public Relations**

- Maintain relationships and contact with local media outlets
- Create and distribute media advisories and press releases for news, notifications, and events
- In collaboration with the Marketing Team and other departments as necessary write and create scripts and talking points for volunteers/speakers

#### **General Marketing Support**

- Assist in the development and execution of the overall marketing strategy and messaging plan including communication with individuals and workplace campaigns
- Generate new donor leads and grow email lists through various channels (attend community wide events, coordinate interns to support outreach efforts, & other engagement activities)
- Provide graphic design support as needed by designing marketing materials including flyers, emails, signage, PowerPoints, social media graphics, etc.
- Provide general administrative support to marketing department, including managing collateral and promo inventory, maintaining marketing calendar & project management, digital filing & organization, web research, and other tasks as assigned

### **Skills & Abilities**

- Social media savvy with social media management experience for a company or brand
- Experience crafting and designing emails for a company or brand
- Creative and strategic self-starter with attention to detail
- Project management and organizational skills to prioritize, meet deadlines, and follow up on assignments
- Strong written communication skills with the ability to write using proper English, grammar, and spelling to write all content for social media, emails, and the website
- Interpersonal skills that incorporate teamwork, shared responsibility, contributing to the larger organization, working across departments to achieve goals, and personal accountability
- Basic understanding of SEO and website traffic metrics. Experience with Google Analytics a plus
- Desire to keep learning and evolving with the latest social media and digital marketing trends
- Experience with Microsoft Outlook, SharePoint, Word, PowerPoint & Excel, Adobe Creative Suite, Canva, Salesforce Marketing Cloud preferred
- Must be a team player willing to help and support team members in execution of the organizations mission
- Ability to work with people from diverse backgrounds and life experiences
- Must use own car for occasional fieldwork (with expense reimbursement). Valid Driver's License, acceptable driving record, and ability to provide current vehicle registration/insurance required

### **Core Competencies**

- **Effective Communication** – is a skilled and passionate communicator who can promote and sell ideas persuasively to inspire others to act in service to the organization and to the community.

- **Cross-Functional Collaboration** - works effectively cross-functionally and brings a team-oriented mindset to work. Demonstrates skills and capabilities to collaborate with others to see projects to completion.
- **Marketing-Minded** – takes a creative and experimental approach to content creation using analytics to guide content decisions. Uses integrated storytelling techniques to tell the United Way story and shares key messages in an engaging way that influences target audiences.
- **Brand Steward** - is a steward of the brand and understands his/her role in growing awareness, protecting reputation, and evangelizing results.
- **Relationship Oriented** - understands that people come before process and is astute in cultivating and managing relationships toward a common goal

**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.**