

Title:	Marketing Associate	Group/Team:	Marketing
Reports To:	COO	Status:	Full-Time
Revision Date:	June 2023	FLSA Classification:	Exempt

POSITION SUMMARY

The Marketing 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 communications. 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.

The Marketing Associate is responsible for creating 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 to communicate ideas that inspire, inform, or captivate consumers. Develop the overall layout and production design for advertisements, invitations, brochures, e-marketing messages, and website graphics. This position is responsible for enhancing our internal and external communication to improve how we connect with the community, the media, and our donors.

We win when we Live United®.

KEY RESPONSIBILITIES/ESSENTIAL DUTIES OF POSITION

This job description describes the general nature and level of work performed by employees assigned to this position. It should not be construed as an exhaustive list of all required duties, responsibilities, and skills. Reasonable accommodations may be made to enable disabled individuals to perform the essential functions of the job.

The Marketing Associate will work cross departmentally in the areas of donor engagement, volunteer engagement, and corporate engagement.

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 the 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
- Support SEO strategy and keyword research
- Manage website ensuring accurate information including updating and adding webpages
- In collaboration with the Marketing Team and other departments, write and create scripts and talking points for volunteers/speakers

Design

- Develop the overall layout and production design for advertisements, invitations, brochures, e-marketing messages, and website graphics.

Public Relations

- Maintain relationships and contact with local media outlets
- Create and distribute media advisories and press releases for news, notifications, and events as needed

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 channel community-wide unity wide events, coordinate interns to support outreach efforts, & other engagement activities)
- Provide general administrative support to the marketing department, including managing collateral and promo inventory, maintaining marketing calendar & project management, digital filing & organization, web research, and other tasks as assigned

Minimum requirements include:

Education/Experience:

- Bachelor's Degree in Marketing, Communications, or Graphic Design preferred
- Minimum of two years' experience in related field or educational equivalent

Other Skills & Abilities:

- Demonstrated skill in balancing multiple assignments.
- Computer/Office Skills: Strong proficiency in Microsoft Office applications including Word, Excel, Outlook and PowerPoint, Adobe Creative Cloud. Video editing software a plus.
- Experience with Wordpress a plus.
- Prefer skills in software management and reporting functions.
- Strong organizational skills and attention to detail.
- Ability to utilize social media platforms such as Facebook, Instagram, Twitter, and YouTube
- Experienced with video production equipment (cameras, audio, lighting, etc.) a plus.
- A great eye for color, composition, and branding
- Effective administrative project management skills required.
- Ability to maintain the confidentiality of highly sensitive information.
- Compelling verbal and written communication skills required.
- Ability to work with a diverse range of community organizations and populations.
- A continual, passionate commitment to the work of United Way and the community we serve.
- Ability to work in a collaborative team environment.
- Ability to maintain a valid driver's license and insured motor vehicle at all times.
- Ability to pass a pre-employment and routine criminal background check.

COMPETENCIES

An individual must be able to demonstrate the following competencies at a satisfactory level:

- Mission-Focused: Catalyze others' commitment to the 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 their role in growing and protecting the reputation and results of the greater network.

PHYSICAL REQUIREMENTS and ENVIRONMENT:

To accomplish the essential functions of the position, one must be physically able to frequently and routinely:

- Walking short distances
- Bending, stooping, twisting
- Reaching above and/or below the shoulder
- Handling/grasping documents or office equipment
- Sitting and/or standing for short or extended periods of time
- Clear speaking and adequate hearing sufficient to communicate effectively and respond appropriately in person and/or on the telephone
- Vision sufficient to read source materials and computer screen data
- Repetitive motions for computer equipment use
- Requires exertion of force of 20 pounds occasionally, 10 pounds frequently, and/or 5 pounds continuously to lift/carry/move objects, files, and documents
- Work is performed primarily in an office environment using standard office equipment

TRAVEL

Travel is throughout an assigned territory typically during the business day.

Note

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbent will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at-will” relationship. The job description is subject to change with or without notice at any time.

By signing below, I am acknowledging that I have read and understand the job requirements, responsibilities and expectations set forth in the job description provided for my position. I attest that I am able to perform the essential job functions as outlined with or without any reasonable accommodations.

Received and accepted by Employee:

Signature: _____ Date: _____

Printed Name: _____

United Way of Greater Lafayette is an Equal Opportunity Employer, Drug-Free Workplace and complies with ADA regulations as applicable.