

United Way of West Florida Position Description

Latest Revision Date: April 2024
Position/Title: Marketing Specialist
Reports to: Sr. Marketing Manager
Department: Philanthropy & Communications
Exempt/Non-exempt: Non-exempt

General Description:

The United Way of West Florida Marketing Specialist supports the Sr. Marketing Manager with brand management and oversight of the 211/ 988/ Florida Veteran Support Line marketing, as well as the Impact Services and Philanthropy departments. This individual is an ambassador for the organization and helps build relationships as well as drive broader awareness of our brands. They help oversee United Way of West Florida's communications including the design and development of marketing collateral tools, newsletters, and other print publications; web, e-news, and other online communications; media and public relations; and other marketing-related events and activities.

Essential Duties and Responsibilities:

- Assist with the development and implementation of an integrated strategic marketing & communications plan utilizing various media to advance UWWF's brand identity; broaden awareness of its priorities, funded programs, and initiatives; and increase the visibility of its services across key stakeholder audiences.
- Collaborate with the Community Impact team to develop timely, effective, and compelling messages for staff and volunteers to use, and to ensure cohesive messaging and UW brand experience for donors and key stakeholders.
- Collaborate with Impact Services and Philanthropy divisions to engage the community in strategic advocacy and volunteer opportunities and provide periodic reporting of UWWF's progress according to identified metrics.
- Assist with collecting program success stories for publication and website use.
- Assist in maintaining the digital communications channels including website and social media.
- Assist in copywriting for newsletters, press releases, websites, and marketing materials.
- Assist with the updating and development of the Street Survival Guide.
- Fulfill marketing requests and maintain inventory levels for promotional marketing materials.
- Assist with outreach events; attend as needed.
- Prepare and deliver informational presentations.
- Assist with internal communications such as bulletin boards, digital display slides, flyers, and staff announcements.
- Update spreadsheets, databases, and inventories for monthly reporting and analyzing purposes.
- Assist with curating, scheduling, and deploying daily social media messaging.

Other:

- Positively represent UWWF at networking activities, events, partner agency events, and other outside activities that contribute to relationship building and visibility.
- Perform other general and administrative duties as assigned.
- Job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.

Educational Requirements:

- Associate or bachelor's degree in Communications, Journalism, or marketing is strongly preferred.
- Two years' experience in marketing and graphic design.

Experience and Skills:

- Public speaking and strong presentation skills.
- Strong written communication skills.
- Ability to build strong relationships.
- Ability to manage and prioritize multiple tasks.
- Strong customer service skills.
- Outgoing personality with the capacity to motivate and inspire others.
- Self-motivated.
- Proficient in Microsoft Office.
- Proficiency with Canva and other web-based applications/ platforms.
- Proficiency with Adobe Premium Suite and programs such as Illustrator, InDesign, Photoshop, After Effects, Premiere Pro, and Lightroom.
- Proficiency with social media platforms, and web-based tools/applications.
- Proficiency with Google and Microsoft Ad Grants.
- Strong analytical skills.
- Team player.
- Must have reliable transportation or alternate transportation options available.
- Ability to work atypical and extended hours during the week.

United Way Core Competencies:

- **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.