

## **United Way**

### **Marketing and Communications Coordinator**

Develop a comprehensive marketing and communications strategy to provide a visible year-round presence for United Way. Provide support to partner agencies by developing client success stories, highlighting community volunteers, creating videos, blogs, and newsletter stories. Grow our online presence and help donors understand the impact of their investments. Bachelor's Degree in marketing, communications or a related field. Experience in graphic design, video production and photography a plus.

#### **Primary Responsibilities and Duties:**

- Work with marketing team to develop and implement a comprehensive marketing and communications strategy to provide a visible year-round presence creating broad support for the organization.
- Provide support to partner agencies by developing client success stories, highlighting community volunteers, and leading the volunteer website. Develop videos, blogs, and newsletter stories.
- Recruit and work closely with a marketing committee that will assist select UW agencies in creating marketing plans, press releases, PSA's.
- Lead graphic design of collateral materials and development of video concept.
- Collaborate across departments to produce and post compelling and current content for the organization's website and ensure that the site makes it easy for visitors to give, advocate or volunteer in support of MSA United Way's community impact goals.
- Develop and implement creative, strategic, and tactical online marketing plans for promoting a variety of different MSA United Way initiatives and events, mobilizing North Dakotans to take action, and growing the number of online donors and email update subscribers.
- Develop and implement strategies for growing the organization's presence and following on social media sites like Facebook, Twitter and YouTube. Keeps current on social media trends/innovations and makes recommendations on new features, applications and strategies.
- Draft monthly eUpdates on United Way's work, as well as other electronic communications as needed.
- Manage the use of the organization's Google Ad Words grant to maximize traffic to the organization's website and convert visitors to donors, volunteers and advocates.
- Establish and track effective benchmarks for measuring impact of online and social media programs.
- Produce monthly metrics reports (Google Analytics/Web Trends) to help inform online strategies.
- Provide general communications and marketing support to the Marketing & Communications team, especially around events and workplace campaigns.
- Manage photography for events, special shoots, photo ops, etc.
- Review materials available from United Way Worldwide for appropriateness for local use.

- Lead annual events that recruit, recognize and engage new donors and volunteer in the mission to LIVE UNITED.
- Attend networking events. Live and represent the United Way mission, vision and values.
- Other duties as assigned by the Executive Director.

**Please send resume, cover letter and references to [marketing@msaunitedway.org](mailto:marketing@msaunitedway.org).**