

Job Title: Marketing Coordinator

Classification: Part-time; 24 hours/week; Hourly wage

Location: Maryville, TN

Position Summary:

This position helps manage United Way of Blount County's marketing and communications in alignment with the mission and vision of the organization. Creates and implements organizational communications, ensuring a consistent brand experience while strengthening and enhancing public perception and awareness of United Way of Blount County. A successful Marketing Coordinator will demonstrate a strong team orientation and a commitment to quality performance.

Key Competencies:

- Models **kindness** with staff, donors, and volunteers, upholding United Way's commitment to equity and inclusion
- Understands and consistently practices **responsiveness** and **accountability** to all staff, donors, and volunteers
- **Communicates clearly** and professionally with people from diverse backgrounds
- **Supports** activities across all departments
- **Adapts** to changing needs and service delivery systems

Key Duties & Responsibilities:

- Assist marketing partners to create fundraising campaign materials, including, but not limited to, campaign concepts, brochure, video scripts, print editorials, and promotional products
- Coordinate with the marketing committee and staff to develop a year-round media plan to raise awareness and effectively communicate our message
- Develop and oversee production of multi-media advertising
- Manage brand & content to ensure consistent messaging across all media platforms, including social media and website
- Oversee the day-to-day maintenance and administration of the organization's website, ensuring functionality and ease of use
- Develop and distribute content for electronic newsletters, feature articles, and press releases
- Perform other duties as assigned related to the entire organization

Education:

- High School diploma or GED required
- Associates degree preferred

Qualifications:

- Relevant work experience
- Portfolio demonstrating successful experience in planning and coordinating communication efforts
- Understanding of and commitment to the mission, vision, and goals of United Way of Blount County
- Prior nonprofit experience beneficial

Skills:

- Excellent relationship-building skills
- Communicate effectively, both orally and in writing
- Organize, prioritize, and meet deadlines
- Ability to manage multiple tasks
- Ability to work effectively with volunteers and community leaders
- Knowledge of all appropriate and necessary computer programs including the latest Microsoft Office Environment, Adobe applications, and Canva
- Experience managing multiple social media platforms
- Ability to set an example for work effort, quality and “can do” attitude

Salary range:

- \$19.00-\$20.00/hour

Benefits:

- 403(b) Retirement Plan with employer contribution (eligibility requirements)
- Access to supplemental insurance through Aflac
- Paid leave
- Employee Wellness Program