

**United Way of Escambia County
Position Description**

Latest Revision Date: October 2016
Incumbent/Candidate: New Position
Position/Title: Marketing Coordinator
Reports to: Marketing Manager
Pay Grade: **Stipend through CNCS**
Exempt/Non-exempt: Exempt
Tentative Start Date: **January 30, 2017 or February 21, 2017**

General Description:

The Marketing Coordinator VISTA will work closely with the Marketing Department (Marketing Manager) to establish strategic marketing plans for program related to financial stability, health and education efforts of United Way such as 211, Tax Assistance (VITA and MyFreeTaxes.com), Cram the Van, Day of Caring, ReadingPals and RSVP. The primary responsibility of the Marketing Coordinator VISTA will be to manage the process of the marketing plans, collaborate with department heads on marketing collateral and promotional materials, and implementation of final products.

Primary Duties:

- Establish a strategic marketing plan for programs: 2-1-1, Tax Assistance (VITA and MyFreeTaxes.com), Cram the Van, Day of Caring, ReadingPals and RSVP.
- Research United Way of Escambia County's financial stability, health and education efforts and other United Ways across the state and nation, and meet with department heads to discuss their work and how it ties to financial stability.
- Brainstorm ideas for implementation and collaborate with Marketing Department.
- Develop mockups of plans for program areas; discuss with Marketing Department.
- Present the plan to Marketing Department and other director heads.
- Create and develop marketing collateral and promotion materials.
- Implement strategic marketing plans. Work with community partners to promote and oversee implementation of these plans with partners.
- Track and report progress of strategic marketing plans.
- Follow-up with media partners to ensure contractual agreements are being upheld by both parties.
- Report progress and impact of marketing efforts to Marketing Department and department heads (successes and challenges)
- Create final reports on success of strategic plans for department heads with action register for the coming year.
- Assist Marketing Department in annual events, unexpected opportunities and disasters within the community, and community outreach efforts.
- Create a disaster communications plan and survival kit (with formatted press releases, contact information, etc.) for use before, during, and after the event of a disaster
- Select and attend at least quarterly, community outreach events that provide a good demographic to share information on 2-1-1, MFT, VITA, CTV, DOC, ReadingPals & RSVP programs, etc.

Other Position Responsibilities:

- Offer suggestions for improvement and growth in an effective manner.
- Represent United Way of Escambia County at community fairs, presentations, businesses, civic, professional development, and school-based groups.
- Work closely with the Marketing Department on all promotional efforts.
- Serve as an ambassador and key supporter of at United Way of Escambia County and VISTA ALIGNS initiatives.
- Position is based upon a 40 hour work week and full-time employment status. Additional hours may be a possibility and required during the week and/or weekend prior to, of and after an event based on program needs.

Qualifications:

Required:

- High School degree.
- Minimum of 18 years of age, US citizen or permanent resident status.
- Strong written and oral communications skills.
- Ability to work collaboratively with a wide range of people and personalities.

- Demonstrated skill in the use of multimedia tools and online platforms as well as an understanding of print production.
- Knowledge and understanding of current trends in digital and social media.
- Basic aptitude in use of general office equipment.
- Computer skills, including the ability to use standard office software, email and internet support.
- Maintains a professional manner in order to work with the volunteers, staff and community.

Preferred:

- Previous volunteer experience, employee management experience, and/or national service experience.
- Past experience in marketing.

Physical Requirements:

- Sit at work station for long periods (4-8 hours).
- Perceiving the nature of sounds at normal speaking levels with or without correction, and having the ability to receive detailed information through oral communication, and making fine discriminations in sound.
- Expressing or exchanging ideas by means of the spoken word; those activities where detailed or important spoken instructions must be conveyed to other workers accurately, loudly, or quickly.
- Close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading.
- Lift 15-25 lbs.

Stipend and benefits

The Marketing Coordinator VISTA will receive a monthly stipend of \$990 (paid bi-weekly), health care benefits (includes routine vision and dental), child care assistance (if needed), relocation travel allowance, and student loan forbearance and deferment while in service. After successful completion of their service, VISTAs receive either a \$1,500 stipend or a Segal AmeriCorps Education Award of \$5,815 to pay for college, graduate school, or to pay back qualified student loans. During service, members receive 10 vacation days and 10 sick days. To learn more about VISTA benefits, visit <https://www.vistacampus.gov/in-service/benefits-service>.

One year position

This is a one year commitment to serve as an AmeriCorps VISTA with United Way of Escambia County as part of the VISTA ALIGNS program.

Application instructions

To apply, please email a **cover letter and resume** to:

National Service Manager: vista@unitedwayescambia.org

Please include in the subject line: "Marketing Coordinator VISTA"

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