



United Way
of Washington County

Marketing and Fundraising Specialist Position

Full-Time Position

Job Description:

As an important member of the United Way of Washington County's ("UWWC") Administrative Team, the full-time Marketing & Fundraising Specialist contributes to the advancement of the UWWC's mission with the goals to market the brand to raise awareness, to raise funds, and to create successful, positive relationships with all stakeholders.

Overall Duties:

The Marketing & Fundraising Specialist ("Specialist") is a full-time position who reports to the Executive Director. The Specialist leads the execution of the integrated marketing and fundraising strategy for the UWWC. This individual is responsible for planning, coordinating, and managing all marketing and related communications pertaining to the branding of the UWWC. The individual's role is to ensure that marketing of the current programs of the Community Impact Fund is continuous and effective to promote the UWWC in our service area. The individual plans and implements tasks related to marketing and fundraising efforts including events, promotion of our efforts through media relations and social media management, online newsletter, relationship building through workplace giving campaigns and of individual donors, promotion of 211, volunteer management, and other related duties to market our brand to raise awareness and raise funds for our Community Impact Fund. This position includes a limited amount of time devoted to the coordination of the Emergency Food and Shelter Program ("EFSP") for Washington County. The Specialist's role is to increase community engagement through marketing and to support the team's efforts of fundraising for our Community Impact Fund for the betterment of our community.

Responsibilities:

- Responsible for the planning, coordinating, and managing of all marketing and related communications through various channels including but not limited to media relations, social media platforms, email communications including our monthly newsletter, and other avenues to promote our brand and our programs.
- Responsible for the preparation of Workplace Giving Campaign tools, including setups for online campaigns. Lead the communication efforts to ensure these tools are up-to-date and are readily available.
- Participates in communication efforts with the Marketing, Communications & Special Events Sub-committee and participates on the committee to share information.
- Responsible for relationship building of the current programs of the Community Impact Fund including but not limited to communicating with nonprofits, obtaining marketing materials to promote the programs, promoting the programs through various media by creating press releases, posts for social media, content for the website, etc.
- Responsible for the marketing, communications, and logistics related details of the fundraisers, including the two fundraisers, Power of the Purse and the Campaign Celebration, including, but not limited to, creating save the date and invitation materials, posting of social media photos and messages, participating on the Power of the Purse Event Committee, coordinating Campaign and Community Awards, planning the logistics, ensuring accurate ticket sales and reservations, etc.
- Responsible for coordinating the marketing, communications, and event related details of the main fundraiser, the Campaign Kickoff Golf Outing held in mid-summer, including, but not limited to, serving as an active member of the Golf Planning Committee, creating sponsorship brochure, ensuring sponsorship related benefits are carried out, soliciting, tracking and acknowledgement of raffle donation items, creating the online silent auction, participating in sponsorship solicitation and management of benefits, soliciting, and managing volunteers, planning the logistics, etc.
- Responsible for event details of LIVE UNITED Day of Service held biannually including but not limited to securing volunteer projects, soliciting volunteers, matching projects with volunteers, fulfilling sponsorship benefits requirements, coordinating the logistics for the event.
- Responsible for other smaller events including, but not limited to, Lunch and Learn, etc.
- Responsible for the promoting of the Impact Circle by freshening promotional related materials annually and ensuring that member benefits are fulfilled.
- Responsible for the management of the annual Dine United and Care Drives held annually in the fall.

- Responsible for ensuring that its website is updated and user friendly. Use Google Analytics to ensure growth.
- Responsible for keeping current the new extended website, Volunteer Connection. Responsible for reaching out to nonprofits as volunteer project requests arise and encouraging them to post on the Volunteer Connection website.
- Responsible for seeking out appropriate outreach opportunities to participate in.
- Responsible for duties related to the Community Impact Fund Grant Cycle including, but limited to, involved with the planning, and participating of the Mandatory Community Impact Fund Meeting held every other year in the fall, creating documents for the website related to grant submissions, and participating in the logistics of bringing in community volunteers for the panels.
- Responsible for leading the efforts of the EFSP by coordinating board membership and board related activities (board meeting agendas and minutes), informing nonprofits of the availability of funds, assisting nonprofits with submissions requirements.
- Responsible for promoting 211, the United Way Resource Helpline, in our service area including 211 Day in February.
- Responsible for creating and distributing the annual report, appeal letters & other related efforts to raise funds & awareness.
- Responsible for prompt, active communications with our stakeholders, our community nonprofit partners, Workplace Giving Campaign partners, EFSP Funded Program nonprofits, board members, and the public.
- Responsible for consistently growing followers of social media and visitors to our website. Creation of email messages via Constant Contact.
- Responsible for creating press releases and securing obtaining “free” media related awareness opportunities.
- Responsible for securing and following through for all third-party events, designations, etc. (e.g. Gives Day, Great Nonprofit Designation, etc.) Ensure that our responsibilities for such events are identified and completed including, but not limited to, all communications, promotion of events, reservations, obtaining donation prize if applicable, and related logistics. Ensuring that designations are obtained by any deadline dates.
- Responsible for overseeing the Marketing & Communications Interns, the office volunteer as well as other volunteers as needed.

Education/Job Experience Requirements:

- A minimum of a bachelor’s degree in marketing, communications, nonprofit management, or related field is preferred.
- A minimum of five successful years of work experience in marketing, communications and/or event planning.

Other Requirements to be successful in the role:

- An individual who has excellent communications skills who demonstrates the ability to speak clearly, write with clarity and respond in a business-like manner appropriately with all stakeholders.
- Excellent use of a computer including proficiency in Microsoft Office products, especially WORD and EXCEL, Canva, and Adobe Pro.
- Desire to continuously learn in their role.
- Ability to work well with others including those on the Administrative Team with the understanding that working with a small team there is often the need to lend a helping hand.
- Ability to maintain confidentiality.
- An individual who is enthusiastic to advance the mission of the United Way of Washington County – *to unite people, resources, and organizations to improve lives in Washington County.*

Physical Requirements:

- This position requires the individual to sit for periods of time, walk, lift, and carry materials 50 lbs. or less, and drive a vehicle.
- Use of personal reliable vehicles is required. A valid driver’s license, proof of vehicle insurance & current registration is required and provided annually to be maintained current in their personnel records.

Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this job at any time. This description reflects management’s assignment of essential functions, it does not proscribe or restrict the tasks that may be assigned. This job description is subject to change at any time.

For consideration, please email your cover letter and resume to the attention of the United Way of Washington County’s Executive Director P. Ann Hrabik, MBA, CFRE, the email at office@unitedwaywashco.org . No phone calls please. Thank you!