

MARKETING & EVENTS COORDINATOR

REPORTS TO: PRESIDENT/CEO



United Way of
Huntington County, Inc.

POSITION DESCRIPTION

The position is full-time, dividing hours between the United Way of Huntington County and the Parkview Boys & Girls Club of Huntington County. The employee will be employed through the United Way of Huntington County.

United Way of Huntington County: The Marketing & Events Coordinator is responsible for fulfilling the marketing & public relations duties of the United Way of Huntington County, as well as assisting with all United Way related special events and office administration.

Parkview Boys & Girls Club of Huntington County: The Marketing Assistant will build capacity to serve at risk youth in the Club community by developing materials and interacting with internal and external resources to deliver the Clubs' mission to the public and the media.

Salary: \$10-\$13/hr; up to 40 hr/wk. Flexible Schedule	Assignment Area: Marketing and Communications	Date: August 2017
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**TO APPLY, PLEASE SEND RESUME, COVER LETTER, AND REFERENCES TO:
DBRUMBAUGH@HUNTINGTONUNITEDWAY.COM BY MONDAY, AUGUST 21, 2017.**

United Way of Huntington County Marketing & Events Coordinator:

ESSENTIAL QUALIFICATIONS

- Strong interpersonal communication skills, both written & oral.
- Highly organized for a fast-paced working environment.
- Experience with marketing and social media tools.
- Experience or background with web design preferred.
- Experience with Microsoft Office: Outlook, Word, Excel, PowerPoint, Publisher.
- Basic accounting background.
- Motivated, friendly, outgoing personality.
- Commitment to personal/professional development.
- Demonstrated commitment to Huntington County.
- High school diploma or equivalent certificate required; further education preferred.

JOB RESPONSIBILITIES

1. Uses appropriate tools (social media, print, letter campaigns) to promote and inform the community regarding the United Way's mission and vision and to support the campaign.
2. Organizes and manages office administrative tasks: mail, office supply inventory, office equipment, invoices, bank deposit, bulk mailings, and any other day to day office functions.
3. Provides a warm, caring first impression for office visitors and phone calls.
4. Works on a regular basis with President/CEO and Donor Development Coordinator to implement United Way annual special events: Campaign Kickoffs, Sprint Triathlon, Campaign Wrap-up Celebration.

5. Works with the Donor Development Coordinator to manage supportive documentation and reporting for annual Campaign volunteers and Campaign meetings.
6. Assists in growing the United Way's community development role by attending all United Way events, representing the United Way positively at other community events, participating in other partners' community events, engaging in opportunities that further personal/professional development.
7. Willingly performs all other duties as assigned.

Physical Demands:

While performing the duties of this Job, the employee is regularly required to sit; use hands to handle or feel and talk or hear, as well as reach. The employee is occasionally required to stand, walk, stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.

United Way of Huntington County, Inc. is an equal-opportunity employer.



**PARKVIEW
BOYS & GIRLS CLUB
OF HUNTINGTON COUNTY**

Marketing Assistant Job Description

Activities and Steps	Planned Period of Work
<p>Goal</p> <p><i>Goal 1: The Marketing Assistant will build capacity to serve at risk youth in the Club community by developing materials and interacting with internal and external resources to deliver the Clubs' mission to the public and the media.</i></p>	
<p>Activity 1: Streamline external communications</p> <p>Step 1: Take stock of the organization's existing methods of external communications</p> <p>Step 2: Meet with staff members to discuss existing external communications including newsletters for volunteers, teachers, and supporters; blog; and social media</p> <p>Step 3: Research methods for streamlining external communications</p> <p>Step 4: With Executive Director, create an efficient external communications strategy and an editorial calendar</p> <p>Step 5: Share external communications strategy with key staff members and Marketing Committee</p>	

Activities and Steps	Planned Period of Work
<p>Step 6: With staff & Marketing Committee, generate external communications including newsletters, blog posts, and social media updates</p>	
<p>Activity 2: Develop and implement PR strategy</p> <p>Step 1: Identify training opportunities for writing Press Releases</p> <p>Step 2: Develop a Press Release Writing product/service.</p> <p>Step 3: Develop and expand media contacts for Club</p> <p>Step 4: Issue Press Releases for Club events and service launches.</p> <p>Step 5: Deliver and evaluate a Press Release product/service</p> <p>Step 6: Coordinate press outreach to raise awareness about the Club and its mission; to promote the Club; and to communicate and advocate for the importance of education and life skills</p> <p>Step 7: Provide Executive Director and other staff members with support and materials for speaking engagements</p>	
<p>Activity 3: Develop marketing materials</p> <p>Step 1: With Executive Director & Marketing Committee, establish an annual schedule for the development of marketing materials including winter appeal, annual report, and other fundraising materials</p> <p>Step 2: Produce bi-weekly (or as appropriate) news stories on the Clubs events and programs.</p> <p>Step 3: With staff, coordinate the design of flyers and web banners to promote volunteering and Clubs programs</p> <p>Step 4: Create engaging online content, including videos, photography, audio, and blog posts for social media</p>	
<p>Activity 4: Provide for the sustainability of the project</p> <p>Step 1: Track press contacts</p> <p>Step 2: Share developed resources, schedules, and plans with staff</p> <p>Step 3: Organize files and templates for flyers and marketing materials for replication in the future.</p>	
<p>Activity 5: Enhance and manage Clubs' social media campaign.</p> <p>Step 1: Become familiar with Social Media</p> <p>Step 2: Brainstorm new strategies to enhance Social Media and level of engagement.</p> <p>Step 3: Set goals for numbers and levels of engagement.</p> <p>Step 4: Integrate social media with website design products and services</p>	

ADDITIONAL RESPONSIBILITIES:

- Must be trained in CPR/First Aide within 90 days of hire
- Must attend weekly staff meetings
- Must attend 8-hours of continued educational training each year

RELATIONSHIPS:

Internal: Maintain close daily contact with Executive Director and other Key Club Personnel

External: Maintain contact with media contacts, Marketing Committee members, and others to assist in establishing additional marketing resources for our Club

SKILLS/KNOWLEDGE REQUIRED:

- Experience in marketing software: InDesign, Photoshop, other programs
- Experience in web design, blogging, social media
- Knowledge of Boys & Girls Club mission
- Strong ability to work with little supervision
- Ability to meet deadlines & use time wisely

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must occasionally lift and/or move up to 20 pounds, and bend for taking photographs. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

DISCLAIMER:

The information presented indicates the general nature and level of work expected of employees in the classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.

Signed by: _____
Incumbent Date

Approved by: _____
Supervisor Date