

United Way of Natrona County Strategic Marketing Coordinator

POSITION SUMMARY:

The United Way of Natrona County seeks to build a collaborative team of individuals who share in the passion of addressing the community's greatest needs through advocacy, education & awareness, volunteerism and the encouragement of Workplace Campaigns and individual donations. UWNC supports non-profit's in Natrona County and Converse County who provide services in the following categories; Basic Needs, Health & Wellness and Youth Development.

As a small organization (staff of 4) the expectation is for all members to be involved in most aspects of our three areas of focus:

- Fundraising
 - Campaign
 - Education of Impact
 - Outreach and Engagement
 - Advocacy
 - Events & Activities
- Partner Relations
 - Education and Advocacy
 - Grant Funding
 - Community Promotion
 - Opportunity to collaborate
- Community
 - Engagement (new and continued)
 - Education & Awareness
 - Volunteer Culture
 - Relationship Building & Networking

Each member of the UWNC staff, based on skills and experience, will be accountable for a variety of tasks within these areas of focus. The Strategic Marketing Coordinator position will have a strong back ground in data and analytics and serve as the driving force behind the organizations marketing, communications, fundraising and targeted donor engagement.

MARKETING AND COMMUNICATIONS PRIORITIES & PURPOSE

- Work to align United Way of Natrona County with Worldwide Brand Guidelines and increase United Way Brand awareness locally
- Promote LIVE UNITED as a lifestyle
- Educate and inform the community about need in Natrona County
- Engage advocates and supporters for United Way and its partners
- Promote continued support from workplace campaigns and individual donors

TASKS/RESPONSIBILITIES

- Spearhead data collection initiatives from existing databases and tools, including website data, email & survey response data, and social media accounts
- Set and track key performance metrics and conduct trend analysis, providing actionable insights
- Marketing initiatives based on tracked analytics:
 - Coordinate updates and modifications to current media and communications to create a better and more relevant user experience as well as increase reach
 - Develop a year-round marketing plan for Community Engagement and the Annual Campaign
 - Advise and/or create professional presentation material related to Workplace Campaign, leadership and corporate giving
 - Manage social media accounts (Facebook, LinkedIn, etc.) as well as offline marketing channels
 - Assist in the update and maintenance of the United Way website
 - Assist with the creation of (with the help United Way Worldwide resources)
 - Newsletters- Partner, Donor, Volunteer
 - Program Specific promotion and communications- VITA, EFSP, Success by 6 and FamilyWize
 - Event Marketing- Platte Society Dinner, Campaign Kick-Off & Breakfast, Community Engagement Activities, Eat Drink & Be Caring and Day of Action
 - Articles and press material to publicize UWNC's accomplishments, ongoing programs, and generate additional support
- Campaign related initiatives based on tracked analytics:
 - Work with the Executive Director and Campaign Champions Committee in developing a Campaign Action Plan
 - Create a database of potential workplace campaign companies & individual donor targets
 - Develop a retention plan for retired workplace donors
 - Promote increase in leadership and individual give

COMMUNITY ENGAGEMENT

- Assist with the creative and planning elements of
 - Campaign Events- Platte Society Dinner, Campaign Kick-Off & Breakfast
 - Community Engagement Events- Eat Drink & Be Caring and Day of Action, Thankful Thursdays
 - Annual Signature Event- TBD
- Work with Executive Director and Community Engagement Committee to develop an Action Plan to engage new and young supporters

ALL STAFF REQUIREMENTS

- Annual Campaign
 - Participate in the brainstorming and developing of Campaign “game plan”
 - Creating list of potential new businesses or individuals

- Packet building and distribution
- Workplace Campaign coaching
- Represent UWNC at Workplace Campaign Kick-Off's
- Community & Partner Engagement
- Networking & Relationship Building
- Presentations & Public Speaking
- Donor Relations
- Campaign Event & Community Engagement Activity logistics and attendance
- Volunteerism and Community Involvement
- Advocacy
- Cross-training in other areas within the office

EDUCATION & EXPERIENCE

- BA/BS degree in Marketing, Public Relations or Communications, or a related field; or
- A combination of education and experience equivalent.
- 2-5 years of relevant work experience, with skills being more important than specific industry knowledge
- Strong communication skills
- Understanding of how to extract data from relational databases
- Interest in internet advertising and, more broadly, in Marketing as a discipline

SALARY AND BENEFITS

- Salary range 43K-48K
- PTO- 0-3 years = ~17 days (accrued by hour)
- Holiday- 11 days/year + 2 floating holidays
- Health Insurance- Employee 20%/ Employer 80%
- Dental- employee cost \$0
- Life Insurance- employee cost ~\$5/mo
- Vision Insurance- employee cost ~\$20/mo
- SEP IRA- Employer Contribution of 5% with option to contribute additional individually

***Send Cover Letter and Resume to Anna Wilcox,
anna@unitedwaync.com***