

Position: Community Resource Associate (Digital Media)
Reports to: Director Marketing and Communication
Type: Part-time, Non-exempt



Position Summary:

The Community Resource Associate (Digital Media) supports the Director of Marketing and Communication to promote UWMC services and communicate positive impact of UWMC on the community. This position helps create day-to-day content for UWMC's social media properties, including website, and builds relationships through timely and engaging interaction and looks for new opportunities to grow followers. Explores new platforms and trends, helping ensure that the United Way's online presence is dynamic and innovative.

Scope of Work:

- Maintains UWMC websites, including creating images, buttons, forms and other tools to enhance user experience.
- Ensures UWMC's brand guidelines are applied on website and social media page designs.
- Proactively and reactively works with other departments to ensure dynamic and updated content on website and social media.
- Develops and implements social media campaigns to heighten engagement, increase audience size, and drive action with the ultimate goal of supporting services and mission.
- Develops engaging content and posts on website and social media platforms. This includes writing necessary text (posts and longer blog entries), as well as sourcing images and video clips or creating them.
- Cultivates relationships with current fans and engages in online conversation to increase the online presence and grow fans organically.
- Helps monitor and track performance of posts, perform analysis (including preparing and documenting actionable insights), prepare reports and share data as needed.
- Investigates new social media vehicles and trends.
- Keeps abreast of social media developments and best practices.

Position Requires:

- Strong storytelling skills.
- Ability to learn Drupal, a simple web-update program.
- Proficiency in Microsoft Office products including PowerPoint and Publisher.
- Ability to use Illustrator, InDesign, Photoshop and other Adobe Software as needed.
- Early adopter of social networks of various kinds.
- Must be able to balance brand voice guidelines with the more informal nature of social media. Excellent writing, editing, copyediting and proofreading skills.
- Photography and video production skills a plus.
- Familiarity with or ability to learn metrics and analytics tools.
- Must be self-motivated and self-directed.
- Proven ability to prioritize, follow through, multi-task, pay attention to details, work within tight deadlines and manage time well.

- Ability to both work independently and to collaborate effectively on multidisciplinary creative teams.
- Good interpersonal skills and discretion

United Way Staff Competencies:

- *Mission oriented:* Performance and professional motivations are driven by a commitment to creating real social change that leads to better lives and healthier communities.
- *Relationship oriented:* Understands that people come before process and is astute in cultivating and managing relationships toward a common goal. The ability to build, leverage, and maintain mutually positive relationships that provide support for and add value to United Way, and the community.
- *Collaborator:* Ability to cooperate/collaborate with customers and stakeholders to clearly define their objectives to identify solutions that solve their needs and lead to increased revenue. Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- *Results Driven:* Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact. The capacity to be energized and excited by challenging objectives and a concern for exceeding goals set by self or others; achieve high level, sustainable performance.
- *Brand Steward:* Steward of the United Way brand and understands his/her role in growing and protecting the reputation and results of the organization and greater network.

Other Competencies:

- *Effective & Engaging Communicator* - Is an effective and passionate communicator, articulating the United Way message in a way that inspires other to act in service to the organization and the community.
- *Critical Thinking & Creative Problem Solving* - Able to address and manage complex issues to achieve desired results. This includes the ability to gather, interpret and use relevant data to drive strategy development, make decisions and drive for results.

Qualifications:

- Bachelor's degree preferred. Minimum of an Associate's degree or equivalent work experience, preferably with an interest in human services or public administration.
- Knowledge of social services and nonprofit agencies in Monterey County.
- Experience as a volunteer.
- Ability to work effectively with staff and customers from diverse backgrounds.

Compensation: Commensurate with experience.

How to Apply: Interested applicants are encouraged to submit a cover letter and resume by email to Tina Engquist at Tina.Engquist@unitedwaymcca.org.

United Way Monterey County is an Equal Opportunity Employer.