

Position: Marketing and Design Coordinator (Marketing)
Reports to: Marketing and Communications Manager
Type: Part-time, Non-exempt

Position Summary:

The Marketing and Design Coordinator supports the marketing and communication efforts to promote UWMC services and communicate positive impact of UWMC on the community. The coordinator provides general marketing, website, and design support. This position helps create day-to-day content for UWMC's website and builds relationships through timely and engaging interaction.

Scope of Work:

- Assist in designing and development of reports and documents such as Annual Report, program one-pagers, and event programs.
- Maintains UWMC websites, including creating graphics, forms, calendars, and other tools to enhance user experience and ensure website functionality.
- Ensures UWMC's brand guidelines are applied to all printed materials and online media.
- Proactively and reactively works with other departments to ensure dynamic and updated content on website.
- Keeps abreast of marketing developments and best practices.
- Assures equity, diversity and inclusion in all communication strategies, tactics, and organizational activities.
- Executes new technology strategies and giving platforms as needed to expand donor base and provide alternatives to traditional methods of giving.

Position Requires:

- Strong knowledge of HTML and CSS web languages. Familiarity with CMS websites and the ability to learn Drupal.
- Proficiency in Microsoft Office products.
- Proficient knowledge of Canva and Adobe Creative Suite: Illustrator, Photoshop and InDesign
- Knowledge and use of Salesforce Nonprofit Success Pack.
- Ability to develop photography and video production skills.
- 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 work independently and to collaborate effectively.
- Good interpersonal skills and discretion.

Core 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.

Functional 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.
- Ability to work effectively with staff and customers from diverse backgrounds.

Compensation: \$22.00 - \$25.00 per hour depending on experience

To Apply:

Please submit a resume and cover letter to:
info@unitedwaymcca.org

United Way Monterey County is an Equal Opportunity Employer.