



Position: Marketing Communications Coordinator

Reports to: Executive Director

Job Description:

United Way of Southeast Missouri seeks a qualified Marketing Communications Coordinator as an AmeriCorps VISTA to work closely with the Community Relations Manager and Executive Director to effectively promote and market United Way of Southeast Missouri and our network through all media formats, public relations, and community opportunities; support general campaign/fundraising efforts and events.

Primary Duties (including but not limited to):

- Work closely with Community Relations Manager to develop all materials by target audience for annual campaign, events, initiatives, and other projects as needed
- Assist Community Relations Manager to plan and execute campaign events, including Campaign Kickoff and Celebration, the annual Golf Tournament, Live United Tours, United Days of Caring and other events as planned—both in person and virtual.
- Take photographs and create and edit videos of UWSEMO network, incorporate them into marketing strategy and tactics
- Work with Marketing Committee to help to develop and maintain a marketing plan and traditional/social media strategy for UWSEMO
- Monitor Funded Partners and local businesses for UW mentions and engagement opportunities via social, digital and print media
- Maintain and update the UWSEMO website as needed
- Design digital and print graphic communications for programs and events
- Write news releases and PSAs for upcoming events and UWSEMO news
- Write and/or edit blog posts for website
- Design and distribute electronic newsletters and print materials to donors
- Manage/assist with community events in which UWSEMO participates.

Preferred Qualifications and Skills:

- College degree preferred in communications or similar field
- Extensive experience in Adobe Suite, especially InDesign, Illustrator & Photoshop, and other common design and layout applications
- Experience with video editing software, such as Movie Maker or Premiere Pro
- Proven project management and organizational ability
- A self-starter with the ability to work independently and as part of a team
- Superb written and oral communication skills
- Mastery of Microsoft Office and Constant Contact