

## **POSITION DESCRIPTION**

**Job Title:** Marketing & Development Coordinator

**Reports To:** Executive Director

**FLSA Status:** Exempt

### **Position Description:**

Supports all aspects of United Way of Androscoggin County's (UWAC) resource development/fundraising strategies and initiatives and oversees all marketing and communication efforts. This includes maintaining and enhancing current successful programming and creating new revenue streams. This position increases awareness and understanding of United Way's mission and work in the community.

### **Primary Functions:**

- Supports the Executive Director with fundraising strategies for United Way's annual campaign, including volunteer coordination of Campaign Chairs and Cabinet;
- Conduct frequent public and workplace presentations in order to nurture relationships with existing and prospective donors and businesses;
- Collaborate with the Executive Director to develop goals for UWAC's resource development and marketing initiatives and direct the implementation of longer and short term plans to meet those goals;
- Develop and design all annual marketing materials, campaign themes and campaign video;
- Cultivate and sustain positive, productive relationships with volunteers, community and business leaders, donors and staff;
- Responsible for supporting several committees, including Development Committee, Campaign Cabinet and Volunteers committee;
- Manage United Way's online presence, including the website, social media pages and monthly e-news;
- Direct and grow several United Way initiatives including Touch-A-Truck and the Backpack program;
- Maintain strong relationships with local news and radio sources, publishing press releases as needed;
- Provide back-up to other staff members by answering the telephone, routing calls and handling a variety of inquiries, greeting visitors and other administrative duties as needed;
- Support an organizational culture of integrity, transparency, service and professionalism. Model behavior consistent with the mission and purpose of United Way;
- Maintain strict privacy and confidentiality of sensitive information;
- Fulfill other duties and special projects as assigned by the Executive Director.

### **Education and/or Experience**

- Bachelor's degree or equivalent experience in communications, marketing, public relations or related field.
- 3-plus years working in fundraising, marketing/communications, preferably in a non-profit organization.

### **Required Skills:**

- Comfort and proficiency with presentation skills both one-on-one and in large groups;
- Proficient in Photoshop or equivalent programs;
- Experience managing websites, social media and electronic communication programs;
- Fluent in English language, both oral and written, including correct punctuation, spelling and grammatical usage. Strong proofreading and editing skills;
- Proficient in Microsoft Office (Word, Excel, PowerPoint and Outlook)
- Ability to multi-task, organize, plan and have a sense of urgency with deadlines;
- Excellent attention to detail;
- Team player with ability to work with diverse personalities;
- Courteous, pleasant and professional manner, both in person and on the telephone;
- Understanding of and commitment to the mission of United Way.

### **Certificates, Licenses, Registrations**

Valid Maine driver's license.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

The noise level in the work environment is usually moderate.