



United Way
Chatham-Kent

CAREER OPPORTUNITY

Position: Marketing and Communications Coordinator
Application Deadline: 4 p.m. on Monday, November 12, 2018

BE A PART OF THE CHANGE!

Join a team of committed, results-oriented, and successful professionals who work to support and advance United Way of Chatham-Kent's (UWOCK's) mission: *To improve lives and build community in Chatham-Kent*. We serve about 45,000 people annually in Chatham-Kent, Ontario.

GENERAL SUMMARY

The Marketing and Communications Coordinator reports to the Director of Donor Engagement and Communications and works with United Way of Chatham-Kent's (UWOCK) internal teams to lead the development of the marketing and communication strategy, collateral materials, and media relations activities that increase the public understanding and financial support for United Way in the region. The Marketing and Communications Coordinator will leverage the full portfolio of media and community engagement opportunities to raise awareness of the impact of UWOCK's work in the community.

MARKETING AND COMMUNICATIONS

- Develops and implements a year-round communication/marketing plan that utilizes multiple channels, key messages, and effective marketing strategies
- Manages the production of clear, effective communication pieces (e.g. videos, fundraising appeals, annual reports, impact reports, booklets, campaign materials, flyers, invitations, ads, posters, etc.) that support United Way's mission, vision, and strategic goals
- Directs the development, design, and production of all communications produced using external partners
- Identifies key constituent segments and opportunities to tailor messages and ensures proper "voice" of communications with respective constituent groups
- Expands UWOCK's storytelling capacity by identifying and capturing stories across a diverse spectrum of UWOCK constituencies
- Recruits and leads a "Creative Cabinet" team of volunteers whose professional work is in the marketing and communications field (e.g. videographer, photographer, copy writer, digital designer, marketing strategist, etc.) to assist in communicating and supporting a "why to donate" message
- Develops and maximizes the impact of our social media strategy
- Maintains websites using a WordPress platform
- Works with the Director of Donor Engagement and Communications to grow UWOCK's direct response fundraising efforts
- Works with the Donor Engagement team to identify opportunities to implement mutually beneficial caused-based marketing partnerships in the community with local businesses
- In consultation with the Director of Donor Engagement and Communications, builds relationships and maintains contacts with area media, prepares press releases and PSAs, and proactively seeks story ideas to increase awareness of UWOCK's work in the community
- Ensures adherence to UWOCK's, United Way Centraide Canada's (UWCC) and United Way Worldwide (UWW) brand standards in all external communication
- Manages United Way of Chatham-Kent's media library

PROJECT & EVENT MANAGEMENT

- Works collaboratively with all team members to build brand experiences for current and prospective donors, volunteers, and advocates
- Manages relationships with vendors and key staff contacts to ensure quality of materials
- Works with the Donor Engagement team members to secure corporate sponsorships to underwrite event costs
- Plays a highly active role, working in partnership with the UWOCK team, to assist with organizational events, including but not limited to donor events, fundraising events, Annual General Meetings, volunteer appreciation events, Campaign Kick-Off and Touchdown events, etc.

OTHER

- Participates as a team member in Donor Engagement and Marketing and organizational activities
- Provides superior service that exceeds the expectations of both internal and external partners
- Volunteers and actively participates in projects, cross-functional teams, or workgroups that support the work of the entire organization
- Performs other related duties as required

REQUIRED EDUCATION

The ideal candidate will hold a bachelor's degree, or foreign equivalent, with a focus in Marketing & Communications. Other combinations of education and/or work experience that demonstrate a proven track record of experience and success working in the marketing and communications field will also be considered.

REQUIRED SKILLS AND EXPERIENCE

- Commitment to the mission of United Way of Chatham-Kent
- 1-2+ years relevant experience would be ideal
- Experience in project management and implementing innovative marketing and communications strategies
- Meticulous and detail-oriented
- Extraordinary written and verbal communication and presentation skills
- Able to interface with a variety of audiences, both internal and external, with a strong customer service perspective
- Self-starter and team player, with a positive outlook and ability to manage ambiguity and change
- Proficient in identifying solutions and opportunities
- Proficiency in Microsoft applications (especially Word, Excel, PowerPoint, and Outlook). CRM database software experience desirable
- Proficiency in Adobe Creative Suite
- Strong interpersonal skills
- Proven ability to manage to multiple deadlines in a fast-paced environment
- Ability to prioritize and handle multiple projects simultaneously
- Demonstrated strong self-motivation, discretion, and independent work with limited supervision
- Must be authorized to work in Canada
- Valid driver's license, verifiable auto insurance, and use of a personal vehicle required

SUPERVISORY RESPONSIBILITY

None.

VOLUNTEER ENGAGEMENT RESPONSIBILITY

This position requires the incumbent to be proficient in recruiting, training, providing timely feedback and recognition, and overall engaging volunteers into many components of your work (e.g. event volunteers, 'Creative Cabinet' volunteers, etc.).

WORK ENVIRONMENT

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

POSITION TYPE/EXPECTED HOURS OF WORK

This is a full-time position. Days and hours of work are Monday through Friday, 9 a.m. to 5 p.m. This position may require long hours and weekend work during peak times.

TRAVEL

Travel is primarily local during the business day, although some out-of-area and overnight travel may be expected.

WHY CHOOSE UNITED WAY OF CHATHAM-KENT?

Advancing the common good is about helping one person at a time, and about creating community change that benefits every member of the community. We are all connected and interdependent; we all win when a child succeeds in school, when families are financially stable, and when people are healthy.

We have a staff of 13 dedicated employees to help us achieve our goals and fulfill our mission: ***To improve lives and build community in Chatham-Kent.*** To support the great work of our employees, we offer a competitive salary and a robust benefits package including health and dental insurance, RRSP contribution matching plan, life insurance, generous vacation and holiday pay and paid emergency/sick time off.

Additionally, United Way of Chatham-Kent offers:

- Geographically central location with free parking
- Opportunities for professional development
- Wellness resources and Employee Assistance Program access
- Flexible Family-Friendly Scheduling (e.g. your work start/end times could be 7-3, 8-4, 9-5, 10-6, etc.)
- Commitment to maintaining a balanced 35-hour work week (i.e. any hours worked beyond 35 hours/week are banked and able to be taken as paid-time off at a future date)
- Floating holidays
- Paid volunteer time off
- An excellent team of top-notch professionals that share your passion for strengthening our community

United Way of Chatham-Kent is committed to seeking and sustaining a culturally and ethnically diverse environment and to the principles that promote inclusive practices. We are dedicated to building a diverse staff with expertise and interest in serving our communities and encourage persons of all types of diversity to apply.

United Way of Chatham-Kent has identified a set of Core Values that are our essential tenets. These define and describe who United Way of Chatham-Kent will endeavor to be in all situations, both internal and external.

At United Way of Chatham-Kent we are:

- Community Centered
- Results Focused
- Collaborative
- Committed to Excellence
- Leading with Integrity

Applications accepted until 4 p.m. on November 12, 2018. Please submit a cover letter and resume to Steve Pratt, Chief Executive Officer, United Way of Chatham-Kent at steve@uwock.ca.