

Job Description: Marketing & Communications Specialist

Are you ready to make a meaningful difference in your community while working in a dynamic, mission-driven environment? At the **United Way of Greater High Point (UWGHP)**, we're seeking a **Marketing & Communications Specialist** who will bring creativity, organizational skills, and passion to help us communicate our vision and inspire action.

This is more than just a job—it's an opportunity to lead impactful marketing and communications efforts that transform lives in our community.

Why Join Us?

- **Outstanding Benefits:**
 - 100% employer-paid health insurance for employees.
 - Up to **23 days of PTO** in your first full year.
 - A **generous retirement plan** to support your future.
 - Long-Term Disability (LTD), Short-Term Disability (STD), Accidental Death & Dismemberment (AD&D), and Life Insurance.
 - **Mission-Driven Work:** Be part of an organization dedicated to improving lives in our community.
 - **Professional Growth:** Gain hands-on experience leading marketing and communications strategies.
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Position Overview

The **Marketing & Communications Specialist** is responsible for leading UWGHP's marketing, communications, and public relations strategies. You'll create impactful content, manage digital and media outreach, and coordinate special events that engage stakeholders and drive our mission forward.

This role reports directly to the **President** and works collaboratively with the leadership team and staff.

Key Responsibilities

Marketing & Communications

- **Strategy & Content Creation:**
 - Develop and execute a comprehensive communications plan that inspires stakeholders and potential donors to connect with and support UWGHP.

- Create compelling content for diverse platforms, including social media, newsletters, press releases, and the website.
 - **Project Management:**
 - Oversee marketing initiatives from concept to completion, ensuring deliverables meet deadlines and align with organizational goals.
 - **Digital Presence:**
 - Maintain UWGHP's website with regular updates to ensure timely and accurate information.
 - Manage all social media platforms, creating and scheduling posts to drive engagement.
 - **Media Relations:**
 - Build and maintain relationships with local media to secure press coverage for UWGHP events and initiatives.
 - Write press releases and coordinate televised events.
 - **Event Coordination:**
 - Plan and execute key organizational events, including the Annual Meeting and Vann York Car Giveaway.
 - **Public Relations & Crisis Communication:**
 - Collaborate with the President and leadership team to craft key messages for publications, press releases, and public communications.
 - Coordinate crisis communication efforts and maintain a comprehensive crisis communication plan.
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What We're Looking For

- **Experience & Skills:**
 - Proven expertise in social media management, content creation, and communications strategy.
 - Exceptional writing and electronic communication skills.
 - Strong project management abilities with a track record of meeting deadlines.
 - Experience in public relations and media engagement.
 - Proficiency in MS Office and familiarity with modern marketing tools.
- **Attributes:**

- Innovative thinker with a passion for making a difference.
 - Organized, detail-oriented, and adept at managing multiple responsibilities.
 - Collaborative team player with strong interpersonal skills.
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Ready to Apply?

If you're eager to use your talents to make an impact and thrive in a collaborative, mission-focused environment, we want to hear from you! Join the United Way of Greater High Point and help us build a stronger, healthier, and more vibrant community.

Apply today and be part of something extraordinary!