

United Way of Greater High Point Marketing/Community Impact Assistant Job Description

United Way of Greater High Point Mission

United Way of Greater High Point, Inc. develops community resources and partnerships that support a broad array of critical health and human service needs in our community. Resources are focused on community impact programs that promote and improve education, financial stability, and health in Greater High Point.

Marketing/Community Impact Assistant: This position will be responsible for leading and managing the process that creates the United Way of Greater High Point's (UWGHP) external and internal communication and marketing strategies, press releases, and event coordination. This position will report directly to the President and develop a variety of marketing and communication deliverables. **Community Impact Assistant:** Responsibilities will include providing administrative support to the Community Impact Department. This portion of the role will report directly to the Vice President of Community Impact.

Marketing/Communication Key Areas of Responsibility:

Projects

- Provide vision and leadership to deliver impactful stakeholder and employee communications as part of a comprehensive communications plan that facilitates moving potential donors from being unaware of United Way to donors who take ownership of our work.
- Manage the various marketing projects that create marketing and communication deliverables from the conception of the strategy to delivering the product (deliverable) on time.
- Consult with other management staff for input on the communication of key messages and pursue innovation in communicating these messages.
- Responsible for UWGHP website, including daily/weekly updates.
- Manage all UWGHP's social media accounts. Responsible for postings on a regular basis.
- Develop relationships with local media. Responsible for media coverage, including press releases and televised events.
- Quarterly newsletter
- Coordinates all UWGHP special events: i.e. Annual Meeting, Vann York Car Giveaway
- Manage Caring Club Card Program.

Public Relations

- Coordinate with the President, or appropriate management staff key messages for publication through the website/social media, press releases, etc.
- Coordinate all crisis communication and maintain a crisis communication plan.
- Inform the CEO of all public relations issues, positive or negative, and develop a response plan.

Job Skills & Attributes



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- Significant and demonstrated experience in social media content development and communications.
- Highly developed skills both electronically and in written form for donor audiences.
- Computer literate in an MS Office environment and internet savvy.
- Project management skills with a demonstrated ability to manage multiple projects for on-time completion.
- Public and media relations knowledge.
- Ability to manage social media and communications operations and finances.
- Working knowledge of most social media platforms

Community Impact Assistant Key Areas of Responsibility:

- General administrative & meeting support
- Volunteer coordination Assistance
- Assist with the yearly allocations process.
- Assist with 211 Calls
- Manage Partner Agency Speakers/Tours during the annual Campaign.
- Represent UWGHP at community & special events (festivals, health fairs, etc.)
- Provide support for food, toiletry, and other donations and drives
- Develop marketing materials.
- Provide administrative support to UWGHP-supported initiatives (African American Initiative, Children's Initiatives, \$mart Money.)
- Assist with special projects such as Fan Giveaways, Heater Distributions, AAI events, Little Free Library program, UWGHP BackPack Program etc.