



United Way of South  
Central Tennessee

## **Job Description** **United Way of South Central Tennessee**

**Job Title:** Marketing Assistant  
**Reports to:** Vice President of Marketing and Communications  
**FLSA Status:** Part-Time / Hourly  
**Date Revised:** August 2024  
**Hours:** 15 average hours per week  
**Pay:** \$18-20 per hour

**POSITION SUMMARY:** The Marketing Assistant supports the mission, goals, values, and philosophy of the United Way of South Central Tennessee by exhibiting the following professional behaviors: commitment to excellence, exceeding expectations, efficiency and effectiveness, and accountability. The Marketing and Communications Associate supports communications, public relations and marketing goals and strategies that support the mission and vision of the United Way.

### **PRIMARY DUTIES AND RESPONSIBILITIES:**

- Develop and maintain a positive image of United Way using successful brand management techniques
- Collaborate with other departments to produce materials, such as informational pieces, direct mail messaging, etc.
- Assists with digital and print communication efforts, including design, writing, and printing
- Develops components for social media and website, specifically written content, graphics, photos and videos
- Writes casually and professionally on behalf of United Way, including press releases, website blogs, client testimonials, and social media captions
- Plays a role in the development and execution of short and long-range goals and strategies for United Way
- Primary duties and responsibilities are not all-inclusive, and employee will be asked to fulfill other duties as required.

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Candidate must be available approximately 15 hours per week and be available for after-hours events.

### **EDUCATION AND EXPERIENCE:**

- experience in communications, public relations, marketing, sales or related field

### **OTHER SKILLS:**

- strong interpersonal skills and problem-solving skills
- ability to communicate effectively with a diverse range of individuals
- highly developed organizational and planning skills
- highly developed oral and written communication skills
- ability to manage multiple projects and tasks simultaneously
- proficiency in Microsoft Office, Adobe software and/or Canva
- skilled experience with photography and/or videography
- aptitude with various social media platforms like Facebook, Instagram, and LinkedIn

**WORK ENVIRONMENT:** The position is primarily in-office with possibility for hybrid/remote work and involves everyday risks or discomforts that require normal safety precautions. Occasional off-site meetings and events are also a component of this position.

\*The above statements are intended to describe the general nature and level of work being performed by individuals in this position. They are not intended to be an exhaustive list of all duties, responsibilities and skills of personnel so classified.

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#### **Mission Statement**

*The United Way of South Central Tennessee improves lives by advancing opportunities for education, health and financial stability for all.*