



JOB DESCRIPTION UNITED WAY OF CENTRAL MINNESOTA

Job Title: Marketing & Communications Coordinator
Exemption Status: Full Time (40 hours) Exempt
Supervisor: Director of Marketing & Communications

GENERAL:

The United Way of Central Minnesota (UWCM) is seeking a Marketing Coordinator to play a pivotal role in supporting our brand, digital, event, and content initiatives. This dynamic position offers the opportunity to collaborate closely with various departments to manage social media execution, support website content, develop brand collateral, support event coordination, and contribute to other marketing tasks as needed. We are seeking an action-oriented team player who is ready to leverage their marketing experience to drive real community impact.

KEY AREAS OF RESPONSIBILITY:

Content Creation and Digital Marketing

- Develop and produce digital and print collateral, including promotional materials, signage, digital advertising, social media assets, email campaigns, and website graphics, aligned with United Way brand guidelines.
- Create, maintain, and implement content calendars for social media, email, and other platforms, utilizing a mix of existing assets and newly designed materials.
- Manage social media channels by developing ad copy and creative, targeting criteria, and placement on platforms like Facebook, Instagram, YouTube, and Twitter. Respond to posts and foster community discussions.
- Create, edit, and execute email newsletters and campaigns to engage audiences and support organizational goals.
- Update and optimize website content, including blogs, landing pages, events, and other campaign-specific materials.

Communication and Writing

- Draft, edit, and distribute press releases to media outlets, ensuring alignment with organizational messaging and goals.
- Write and publish engaging blog posts and articles highlighting organizational initiatives, community impact, and upcoming events.
- Assist with crafting compelling donor communications, including thank-you letters, impact reports, and fundraising appeals.

General:

- Maintains workflow and organization, prioritizing tasks to best meet the overall needs of the organization.



- Comply with all policies & procedures, participate in company meetings, events, and training, and represents the organization in a professional manner.
- Perform other duties as required, assist co-workers as time permits, and perform duties as related to care of the facility, maintaining a clean and safe work environment for all.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

JOB RELATIONSHIPS WITH:

President/CEO &, Staff of United Way of Central MN, and General Public.

MINIMUM QUALIFICATIONS:

- 4-year college degree in Communications/Marketing, or equivalent experience preferred
- 1 - 3 years of experience in marketing, communications or comparable work
- Must be proficient with Microsoft Office Suite including Word, PowerPoint & Outlook, Canva and/or Adobe Creative Suite
- Must have social media and website content management experience.
- Strong written and verbal communication skills
- Photography and video experience a plus