

## **GREATER MANKATO AREA UNITED WAY**

### Job Description (Non-exempt)

**TITLE:** Marketing Coordinator

**REPORTS TO:** Chief Operating Officer

**HOURS:** 40 hours per week. Includes some evenings and weekends.

#### **POSITION SUMMARY:**

This full-time position provides comprehensive and effective marketing/communications, design, and web coordination, as well as support for outreach, events, and general activities of the organization.

#### **PRINCIPAL ACCOUNTABILITIES:**

Designs and creates marketing and support materials and services, including print, digital, and social media. Manages website and online webforms. Develops and implements Greater Mankato Area United Way's marketing and communications materials, including for general activities, events, community outreach, campaign, special projects/programming, and campaign, both external and internal.

Possesses Greater Mankato Area United Way's core values of Integrity, Commitment, Collaboration, and Accountability and believes in United Way's mission of improving people's lives.

#### **MAJOR FUNCTIONS & TASKS:**

1. Perform marketing/communications activities and services.
  - Create communications and marketing materials (including print materials, flyers, newsletters, mailings, e-newsletters, email campaigns, social posts, videos, etc.), working with external parties as relevant
  - Manage marketing calendar for events and other activities
  - Manage social media calendar and content posting
  - Manage Greater Mankato Area United Way website and work with support as needed
  - Take photos and videos
  - Assist in media relations
  - Provide comprehensive coordination and follow-through on all components of a project from start to finish
  - Represent United Way at community events, fairs, and expos
  - Assist in preparation and execution of events and activities
  - Make in-kind requests for outside services
  - Coordinate RFPs and ordering of marketing and promotional materials, as needed

2. Perform support activities for campaign, community impact, initiatives, and special projects.
  - Assist in marketing needs for events, business development activities, and community initiatives
  - Engage with sponsors, businesses, and community members to promote United Way's mission and work
  - Support volunteer and impact communications
3. Other duties, as assigned

**DESIRED SKILLS:**

Experience in marketing, communications, social media, design, or similar role. Must have demonstrable design skills, with experience in Adobe InDesign preferred. Must be highly detail-oriented, creative, resourceful, willing to learn, and passionate about helping others. Must be a good communicator who is excited to engage others in United Way's mission to improve lives.

**QUALIFICATIONS:**

- Proficiency with Microsoft Office Suite, Adobe Creative Cloud, Canva, Constant Contact (or similar email platform), website management, and social media management
- Excellent written and verbal communication skills
- Strong attention to detail and organizational skills
- Takes initiative and understands the comprehensive needs of a project
- Ability to multitask and problem-solve
- Works well both independently and collaboratively with the entire team
- Ability to represent the organization and its work to the public

**PHYSICAL REQUIREMENTS:**

- This position requires occasional lifting of items
- Must be able to lift 30 pounds and use a handcart

**ABOUT US:**

Greater Mankato Area United Way is a dynamic nonprofit organization located in Mankato, Minnesota, serving Blue Earth, Le Sueur, Nicollet, and Waseca counties. We focus on the impact areas of basic needs, health, and education to ensure our region stays strong and balanced. The programs and initiatives we support serve more than 65,000 people each year. Supported by over 1,800 annual volunteers, we convene and connect the community to build a better tomorrow for all.

**TO APPLY:**

Please send resume and cover letter to:

Rachel Volkman, Executive Assistant

[rachelv@mankatounitedway.org](mailto:rachelv@mankatounitedway.org)