Job Description

Job Title: Marketing & Communications Associate (Loaned Executive)
Department: Marketing
Reports to: Marketing Specialist & AFL-CIO Labor Engagement Liaison

The following statements describe the general nature and level of work performed. They do not represent an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

Essential Duties & Responsibilities

A Marketing/Communications Loaned Executive will assist with all nonprofit business needs related to marketing and public relations support, including but not limited to the following:

• Write for publication – newsletters, news releases, etc.
• Create marketing copy and graphics for all of the platforms and track results.
• Assist in preparation for meetings and presentations – creation/design, status reports, campaign grids, organizing documents, taking meeting notes.
• Network and talk to the different departments to better understand nonprofit operations.
• Monitor and report online donation portals.
• Lead and motivate volunteers.
• Maintain current and accurate statistics from all networks and platforms.
• Actively engage in business networking opportunities.
• Promote established organizational values among internal and external UW constituents.
• Provide excellent customer service.
• Promote a cooperative spirit among co-workers and other partners.
• Other duties as assigned.

Key Accountabilities

Goals and Objectives – Daily
• Advocate for the advancement of UWSWA in our community.
• Participate in meetings, as directed.
• Maintain loyalty to UWSWA organizational policies and procedures.
• Maintain professional and organizational standards while representing UWSWA within external community.
• Display a business professional appearance.
• Display passion for UWSWA’s mission.
• Present an enthusiastic and pleasant demeanor to internal/external customers.
• Maintain a self-oriented work ethic.
• Demonstrate respect and appreciation for diversity.

Professional Competencies
• Mission Focused
• Collaborator
• Brand Steward
• Relationship Oriented
• Communication Skills
• Results-Driven
• Demonstrates Social Responsibility and Stewardship

Additional Competencies
• Ability to work in a fast-paced environment and collaborate effectively as a team member.
• Ability to communicate at all levels internally/externally by phone, email, or video conferencing.
• Reflect a positive attitude with good organizational skills.
• Effectively convey UWSWA value proposition, mission and priorities to the general public and community leaders.
• Ability to utilize and acquire knowledge.

Technical Knowledge:

• Proficiency in Adobe Design Suite (e.g. InDesign, Photoshop, and Illustrator) and Canva.
• Proficiency with a Windows operating system, Microsoft Word, Excel, PowerPoint, Outlook, the Internet, and Google operating systems.
• Ability to organize a variety of tasks, meet deadlines and pay attention to detail.
• Reliable automobile, valid driver’s license and automobile insurance.

UWSWA DEI Statement

United Way of Southwest Alabama (UWSWA) recognizes and appreciates the unique contributions of diverse individuals and organizations in all aspects of our work. We know that by bringing diverse individuals and viewpoints together and by centering the needs of community members, we can collectively and more effectively support opportunities for a better life for all.

The United Way of Southwest Alabama recognizes and acknowledges the centrality of racism, enslavement, and exploitation to our regional history. We fully acknowledge the detrimental effects of all types of discrimination including that related to race, ethnicity, color, religion, creed, age, sex, national origin or ancestry, marital status, veteran status, sexual orientation, gender identity, and status as a qualified disabled or handicapped individual. We publicly and wholeheartedly denounce all notions of supremacy and will constantly seek unity in every area of the organization.

UWSWA takes the broadest possible view of diversity, going beyond visible differences, to affirm the spirit of all individuals, including the realities, background, experiences, skills, and perspectives that make each person who they are. Engaging the power of diverse talent and partners results in innovative solutions necessary to address complex issues. We understand that these practices will not happen organically, so we will make every effort to be intentional, relentless, and steadfast in assuring that we are equitable and inclusive in our staff, board and community decision-making. We acknowledge that embodying this stance requires a willingness to listen with humility, to reflect with courage, and to abandon some traditional ways of knowing, relating, and organizing that impact people negatively.

Diversity and inclusion are at the core of what it means to LIVE UNITED.

Name: _________________________________________________

Signature: _______________________________________________

Date: _________________________________________________