SUMMARY

The VISTA member will support and increase the capacity of the Marketing team to build awareness of United Way of the Piedmont’s work by effectively engaging donors to increase brand awareness, documenting departmental processes and procedures to ensure sustainability, and contributing to marketing efforts that grow UWP’s ability to fight poverty. The VISTA member will engage individual and corporate donors through print, digital, and in-person communications and connect donor interests to UWP work. The VISTA member will also document departmental processes and procedures to ensure sustainability and create and curate social media marketing materials to build brand awareness. All VISTAs will spend 10% of their service participating in a supplemental project designed to foster collaboration and problem-solving for (a) community-wide issue(s). The VISTA team will gather one half-day each week to share different perspectives and experiences gained through their work on-site and work together on (a) project(s). This position requires a diverse and well-rounded skill set including communication, critical thinking, project management, creativity, and ability to work well as part of a team.

ESSENTIAL DUTIES and RESPONSIBILITIES

- Attend fundraising, storytelling, and marketing webinars and trainings.
- Assist staff in presenting United Way of the Piedmont’s work to community stakeholders.
- Assist in fund development efforts, such as corporate campaigns, donor prospecting and appreciation events, and public events.
- Work with Marketing Director to create or update print donor communications materials.
- Develop and update outreach materials used in community presentations.
- Complete training in StratusLive Customer Relations Management software.
- Shadow members of the Resource Development team and key members of the Accounting and Finance team to learn how data is entered, used, and connected.
- Shadow Community Impact staff to gain thorough understanding of UWP’s work.
- Document processes related to StratusLive in a user guide and collaborate with other staff members to ensure usability.
- Develop Standard Operating Procedures Guide for Click Dimensions marketing software to ensure sustainability and effective use by staff.
- Develop and create materials for workplace fundraising campaigns.
- Compile a resource guide of marketing resource materials for future VISTAs.
- Research and attend marketing webinars and training to stay up to date on technologies and trends.
- Gather impact stories digitally and in print.
- Collaborate with Community Impact, Engagement, and Resource Development departments to gather impact data.
- Work with Marketing Director to create and update UWP social media calendar.
- Create social media content and manage posting schedule.
Track social media and engagement analytics and update monthly report

**ESSENTIAL SKILLS and EXPERIENCE**

- Bachelor’s degree, preferably in marketing, communications, graphic design or related technical field.
- Demonstrate:
  - Strong analytical and problem-solving skills.
  - Strong interpersonal skills with ability to work independently or with others as a team.
  - Strong communications skills, both written and verbal
  - Strong ethical standards, reliability, accountability, excellence, positive attitude, and confidentiality.
  - Excellent customer service skills:
    - Excellent attention to detail and sense of urgency, ability to prioritize with an emphasis on quality and accuracy of work.
    - Ability to multi-task, prioritize and deal with interruptions while meeting timely deadlines.
    - Ability to change course of action due to shifts in work demands.

**PHYSICAL DEMANDS and WORK ENVIRONMENT**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to stand, sit, talk, hear, and use hands and fingers to operate a computer and telephone. Specific vision abilities required by this job include close vision, distance and color vision due to computer work. May be required to lift, push, or pull up to 25 pounds occasionally.
- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. There is moderate noise associated with a business office including telephones, computer keyboards, printers, office traffic and visitors. The work environment requires the individual to have the ability to work in a confined space and sit at a computer terminal or in conference rooms.

United Way of the Piedmont is an Equal Opportunity Employer and Employer of National Service. AmeriCorps, Peace Corps, and other National Service alumni are encouraged to apply.

To apply, please send resume and cover letter to amoore@uwpiedmont.org