

**Organization: United Way of Blount County**

**Job Title:** Events & Marketing Coordinator

**Classification:** Full-time; Hourly wage

**Location:** Maryville, TN

## **Job Description**

### Purpose of this Position:

To act as support staff for the department of Resource Development, the fundraising arm of United Way of Blount County, to coordinate fundraising and campaign events that enhance the mission of United Way of Blount County. Creates and implements organizational communications, ensuring a consistent brand experience while strengthening and enhancing public perception and awareness of United Way of Blount County

### Key Competencies:

- Models **kindness** with staff, donors, and volunteers, upholding United Way's commitment to equity and inclusion
- Understands and consistently practices **responsiveness** and **accountability** to all staff, donors, and volunteers
- **Communicates clearly** and professionally with people from diverse backgrounds
- **Supports** activities across all departments
- **Adapts** to changing needs and service delivery systems

### Key Responsibilities and Specific Duties:

- Support Resource Development Director in campaign workload
- Manage a campaign division, which includes working with volunteers to secure workplace and corporate donations
- Manage, coordinate, and organize committees and sponsorships for the cornerstone events of UWBC.
- Assist marketing partners to create fundraising campaign materials, including, but not limited to, campaign concepts, brochure, video scripts, print editorials, and promotional products
- Coordinate with the marketing committee and staff to develop a year-round media plan to raise awareness and effectively communicate our message
- Manage brand & content to ensure consistent messaging across all media platforms, including social media and website
- Develop and distribute content for electronic newsletters, feature articles, and press releases
- Strategize on setting short-term and long-term goals for growth of UWBC cornerstone events.
- Coordinate other events that may be added throughout the year. Details may include, but not limited to:
  - Booking venues
  - Confirming venue layouts
  - Ordering/scheduling food

- Coordinating “Dine Out Days” at local supporting restaurants/businesses
- Perform other duties as assigned related to campaign, events, or entire organization

Job Requirements:

- Associate degree and/or three years of relevant work experience
- Prior United Way or nonprofit experience beneficial, but not required
- Experience in event coordination and/or fundraising
- Experience in marketing

Knowledge and Skills:

- Excellent relationship-building skills
- Ability to organize, prioritize and meet deadlines
- Ability to manage multiple tasks
- Strong ability to work effectively with volunteers and community leaders
- Strong team player work ethic
- Self-starter
- Visionary
- Creative thinker

Compensation:

- \$22-\$23/hour

Benefits:

- Employer-paid medical, dental, & vision insurance
- Employer-paid life insurance and long-term disability insurance
- 403(b) Retirement Plan with employer contribution (eligibility requirements)
- Access to supplemental insurance through Aflac
- Generous paid leave policy
- Summer hours
- Employee Wellness Program

**How to apply:** Please email your resume and cover letter to [jobs@unitedwayblount.org](mailto:jobs@unitedwayblount.org) by Noon on Wednesday, January 29, 2025

*Please note that we welcome interest from candidates with varying levels of experience; many successful candidates do not meet every single requirement. Additionally, studies have shown that people from underrepresented groups are less likely to apply to a job unless they meet every single qualification. If you're excited about this role, please apply and allow our team to assess your application.*