



United Way
of Greater St. Joseph

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED.

UNITED WAY POSITION DESCRIPTION

Position Title: Mission Support Associate

Reports to: President

General Position Summary: A full-time, professional position.

Provides staff leadership and coordination for marketing/communications activities, including but not limited to effectively communicating United Way messages through multiple platforms and channels to varied audiences; managing day-to-day marketing/communication activities; enhancing and/or developing processes to improve efficiency of efforts. Works closely with all members of United Way staff, volunteers and community members.

Provides support to all areas of the organization as needed including, but not limited to assisting with operations, programs, initiatives and special projects.

Develops, maintains, and grows relationships with individuals and organizations to attract and sustain resources to support United Way of Greater St. Joseph's mission.

Principal Duties and Responsibilities:

Marketing/Communications

1. Work with United Way team to design and implement a year-round communications plan.
2. Collaborate with President and Campaign Director to develop campaign-related communication resources such as brochures, pledge forms, events, videos, etc.
3. Support all areas of United Way by designing and producing marketing and communication resources and materials for all United Way related initiatives, events, projects, reports, etc. (press releases, flyers, newsletters, invitations, annual report, etc.)
4. Create graphics, write content, produce videos and take photos to support marketing/communication efforts.
5. Manage United Way's presence and activity on social media.
6. Manage and update United Way's website.
7. Work with members of the United Way team and local media to inform community of United Way news, activities and events.
8. Work with United Way Partner Agencies to assist with sharing messages, identifying stories to share and spreading the message of how United Way donor dollars create an impact in community members lives through the work of each agency.
9. Ensure all marketing/communication activities follow United Way Worldwide Brand guidelines.
10. Maintain an awareness of current and emerging marketing sector trends, best practices and tools and implement change as needed.
11. Develop and complete annual work plan objectives and goals.

Mission Support

12. Work at the direction of the President to support staff, operations, programs, initiatives and special projects.
13. Assist with recruitment of volunteers for organizational activities and events.
14. Work with other staff to maintain accurate records, reports and materials including database information.

Mission: To improve lives through the caring power of community.

15. Work with President to produce reports for United Way Worldwide and other requesting entities.
16. Create an environment of positive relations with volunteers, donors, agencies and community members.
17. Help plan special events.
18. Represent United Way of Greater St. Joseph in the community in a professional and effective manner.
19. Other responsibilities as assigned by the President.

Minimum Requirements:

Applicant must possess demonstrated organization, marketing/communication, problem solving and relationship-building skills. Proficiency in graphic design, photography, content creation, and digital media are preferred. Samples of previous work may be requested.

Education:

A Bachelor's Degree and/or experience in nonprofit marketing or a related field is preferred.

Special Training and Skills:

Training in the United Way Campaign System. (Will be provided on the job.)

Ability to recruit, train and motivate volunteers.

Ability to manage and work effectively with committees and volunteers.

Familiarity and understanding of St. Joseph community.

Ability to drive and travel.

Ability to lift 40 pounds.

Ability to sit at a desk for multiple hours at a time.

Experience with computers and current technology, including, but not limited to Microsoft Office products, social media platforms, web design and Adobe Creative Suite.

About United Way of Greater St. Joseph:

United Way of Greater St. Joseph is a nonprofit agency that aims to improve lives through the caring power of community by focusing on education, health, and financial stability. United Way invites the community to LIVE UNITED by giving, advocating, and volunteering. United Way of Greater St. Joseph operates seven Initiatives and supports 17 local Partner Agencies. To learn more, visit United Way online at stjosephunitedway.org or social media platforms.

Process to Apply:

Resumes should be submitted to Kylee Strough, President of United Way of Greater St. Joseph.

For maximum consideration, resumes should be received by United Way by 5 p.m. of Friday, January 20, 2023.

Resumes may be mailed, delivered or emailed.

Mailing Address: PO Box 188, St. Joseph, MO 64502

Physical Address: 118 South 5th Street, First Floor, St. Joseph, MO 64501

E-mail Address: kylee.strough@stjosephunitedway.org

Questions:

Please contact Kylee Strough at (816) 364-2381 or kylee.strough@stjosephunitedway.org with questions.