



United Way  
of Coastal Carolina

## UNITED WAY OF COASTAL CAROLINA POSITION DESCRIPTION

**Title:** Resource Development and Marketing Coordinator

**Classification:** Non-Exempt (Full-time)

**Reports to:** Executive Director

### **Purpose of Position:**

Provide coordinated leadership, initiative and planning for the United Way's fund development plan and annual campaign. Establish and maintain relationships with traditional fundraising sources while cultivating new sources including those targeted by the Executive Director and/or Board of Directors. Provide assistance with marketing, communications and public relations functions for the United Way. The effective management of these functions will result in United Way having strong, positive relationships with media, community members, agencies, volunteers, donors and potential donors that leads to the enhanced development of resources to address community issues.

### **Duties and Responsibilities**

#### **Fund Development:**

- In partnership with United Way Executive Director and appropriate committee chairs, expand the donor base by researching, cultivating and soliciting prospective donors and corporate contacts, to include grant opportunities. Coordinate programs to increase giving amounts from existing donors.
- Develop and manage the annual workplace campaign, which includes a critique of prior year campaign, developing a campaign budget and task/timeline, providing accurate campaign analyses and progress reports. Responsible for insuring the arrangement and coordination of all aspects of meetings for company Campaign Coordinators, Campaign Cabinet and campaign status celebrations, and coordinating all campaign activities.
- Develop and manage task/timeline, and coordinate activities, for annual campaign and special campaigns.
- Plans, coordinates and implements special events, achieving strategic funding goals and ensuring maximum positive media and community exposure.
- Create motivational meetings and special events, including all arrangements and recruitment of support as needed (volunteers, staff, agency staff).
- Maintains cultural awareness and is cognizant of different demographic and cultural groups, displays cultural knowledge and sensitivities and applies that knowledge to fundraising efforts while building relationships across different demographic groups in the community.

**Marketing/Communications:**

- Work to develop a marketing plan for effective public information and communication efforts to create year-round high visibility for United Way.
- Develop training materials for volunteers for annual workplace campaign, as well as other United Way work areas as assigned.
- Develop or oversee development of copy for United Way publications (brochures, newsletters, ads, social media, etc.).
- Assist in the development of the annual local campaign video, providing storyline, recruiting video participants and getting necessary clearances.
- Develop all media releases with Executive Director's approval and submit to appropriate media outlets.
- Manage website and Facebook updates/maintenance and social media presence.

**Hiring Range: \$15.50 - \$17.50 per hour**

**Qualifications--Knowledge, Education and Experience:**

- Bachelor's Degree in business, marketing, communications, advertising, or related field. A minimum of two years business development or related experience preferred.
- Excellent communication skills, verbal and written.
- Ability to perform with minimal supervision.
- General knowledge of marketing and fund development techniques. Proficient in the use of Microsoft Office (database, spreadsheet, word processing, desktop publishing). Ability to work with diverse constituency. Bondable.
- Valid driver's license and use of own vehicle (with valid insurance coverage) for agency business.

Please send cover letter and resume by February 8, 2017 to:

United Way of Coastal Carolina  
Resource Development Position  
P. O. Box 1385  
New Bern, NC 28563