

Job Title: Communications and Event Specialist
Reports To: Associate Vice President
FLSA Status: Non-exempt
Compensation: \$52,000-\$62,000 per year DOQ plus benefits
Work Type: Hybrid (averaging 2 days a week in the office)

ORGANIZATION: At United Way of Benton & Franklin Counties (UWBFC), all team members share the goal of creating healthier communities. Together, we raise funds to fill critical gaps in services needed to improve the lives of local children and their parents/caregivers.

POSITION SUMMARY: The Communications and Event Specialist creates and implements communications strategies and manages the logistics of UWBFC events. In collaboration with their team, they increase community awareness of UWBFC and help raise funds to create positive change in our community.

DUTIES AND RESPONSIBILITIES: The essential duties of this position include but are not limited to:

40% Event Management

- Manages UWBFC events (3-5 events per year including the largest, our Festival of Trees).
- Provides staff leadership to the Festival of Trees committee by scheduling meetings, preparing agenda, documenting action notes, following-up with volunteers, and supervising temporary event staff.
- Develops budget projections for each event and tracks expenses, sponsorships, donation pledges, donations, and other revenue for each event.
- Develops sponsorship structure for each event and works with staff and volunteers to obtain sponsors; ensures sponsorships are documented in the accounting system.
- Ensures that event volunteers are recruited, trained, and recognized for their work.
- Coordinates event logistics including venue identification, contract negotiation, venue set-up, menu selection, entertainment, music, distribution of invitations, media promotion and advertisements, registrations, staff and volunteer scheduling and orientation, script writing, and preparing presenters.
- Coordinates with Visual Designer to produce print and electronic products such as invitations, slide shows or visuals, event program, and signage.
- Coordinates post-event communications including media releases or appearances, sponsor and donor appreciation, volunteer appreciation, and board and staff communications on event results.
- Tracks event participation, donations, sponsorship, and volunteer time in UWBFC database

40% Marketing and Communications

- Collaborates with supervisor to develop an annual communications strategy and schedule.
- Produces content for print or digital use; determines topics, coordinates with others to obtain information, writes, and edits content. Examples include fundraising appeals, the annual report, and print materials. Collaborates with Visual Designer to ensure key messages are conveyed in the form and format.
- Researches, writes, and distributes press releases.
- Identifies opportunities to “tell our story” including pitching stories to media outlets and scheduling Board or staff members to provide presentations to businesses and service clubs.
- Collaborates with team to negotiate discounted rates and in-kind contributions. Leverages paid advertising. Works with Finance Department to ensure processing of sponsorships and in-kind donations.
- Follows news and Google alerts related to United Way Worldwide and UWBFC.
- Monitors local news related to our corporate partners and the non-profit community to inform UWBFC staff and identify potential social media linkages.

20% Special Projects

- Supports public and corporate awareness of our volunteer website (www.volunteertricity.org)
- Uses software (e.g., Constant Contact, Classy and Andar) to support events.
- Monitors **Attendance Matters**® USPTO trademark usage and leads trademark infringement and permission to use process. Manages inquiries regarding **Attendance Matters**® usage by other entities.
- Maintains technical knowledge by participating in professional development.
- Participates in internal and external meetings and events as assigned.
- Completes other duties as assigned.

QUALIFICATIONS: To perform this job successfully, an individual must be able to satisfactorily perform each essential duty. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Required Qualifications:

- An associate's or bachelor's degree in business, marketing, communications or related field OR 5 years of relevant experience.
- Experience or education in developing a marketing and/or communications plan.
- Experience in writing to persuade (able to provide examples of original work); recruiting and coaching volunteers; organizing and managing events; and managing projects including tracking milestones, meeting time and budget parameters, and producing quality outcomes.
- English language fluency (written and verbal) and a demonstrated writing effectiveness using correct grammar, punctuation, and spelling.
- Proficiency in MS Word, Excel, and PowerPoint
- Must possess a valid driver's license, current auto insurance, and access to a reliable vehicle.

CORE COMPETENCIES

- Committed to Diversity, Equity, and Inclusion: Recognizes diversity, equity, and inclusion as core values that are critical to achieving UWBFC's mission. Opposes all forms of racism and is committed to advancing equity in our community. Is committed to an organizational culture that welcomes, values, respects, and hears all people.
- Results-Driven: Focuses on results and effectively communicates goals and impacts. Challenges self to achieve "stretch" goals. Committed to continuous improvement and quality service delivery. Adapts quickly to changing environments. Is organized, able to plan, think strategically, and is appropriately persistent. Can make decisions and willing to take appropriate risks to achieve results. Maintains high performance standards and pursues opportunities to attain resources to advance UWBFC's mission.
- Continuous Learner: Is forward thinking, focused on what is possible, and seeks new tools and knowledge as needed. Uses technology when acquiring and using knowledge and is innovative in its application.
- Relationship Oriented: Understands what motivates individuals and organizations. Understands and uses empathy and compassion. Manages conflict and can successfully find appropriate solutions and retain relationships. Acknowledges others for their contributions.
- Self-Manager: Maintains professionalism. Communicates, acts, and responds appropriately. Effectively uses people skills and political astuteness. Is trustworthy and acts with integrity, authenticity, and humility, respecting others' opinions, priorities, values, and interests.
- Effective Communicator: Communicates "the story" of the UWBFC's work to engage individuals and companies and to develop grow and sustain productive relationships. Actively listens to and facilitates diverse input. Is fully present and aware of subtleties such as body language and voice tonality to better

understand what is important to constituents and how to connect and engage them with UWBFC. Able to influence persuade, present, request, sell, negotiate, and close a deal as appropriate.

MENTAL DEMANDS: The demands below are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. General mental requirements for essential job functions include requirements to:

- Hear, speak, and write in the English language.
- Manage a complex workload, with minimal supervision, including shifting focus between diverse responsibilities.
- Have analytical, numeracy, literacy, communication, and other mental capabilities.
- Have mental toughness to overcome objections and mitigate conflict when asking for donations, negotiating contracts, or implementing organizational policy.
- Have the capacity to work varying hours including occasional weekends, mornings, and evenings.

PHYSICAL DEMANDS: The demands below 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. General physical requirements of the job include:

- Sitting – 6 to 7 hours per day; typically, in an office setting, at meetings and in a vehicle.
- Standing – .25 to 1 hour per day; typically, in presentations and while using office equipment.
- Walking – .5 to 1 hours per day; typically, in moving about work sites and between car and destinations.
- Lifting/Bending - up to 40 pounds; typically positions self to pick up and place supplies and equipment .
- Seeing: A majority of the workday includes need for close vision, distance vision, depth perception, ability to adjust focus, view a screen, and vision sufficient to observe reactions from persons.
- Talking/hearing: Frequently communicates, in person and electronically, with donors, staff and the public.
- Manual dexterity: Continually uses hands/fingers with wrist movement on keyboard and/or while using office equipment.
- Travel: Occasional local and regional travel using personal vehicle is required.
- Work Hours: Sometimes necessary to work longer than 8 hours a day and/or 40 hours in a work week. Early morning, evening or weekend meetings occasionally occur.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Typical work environment is in a standard office setting but may include other interior and exterior venues. Typically, half of a work week will be in spaces associated with the employer; the remainder will be in employee's home office and/or at the facilities of other organizations. The noise level in the work environment is usually moderate.

Nothing in this description restricts management's right to assign or reassign duties and responsibilities at any time.