



United Way of Sandusky County, Inc.

Fremont, OH 43420

Position Description

Position Title: Marketing & Event Coordinator

Description: The Marketing & Events Coordinator is responsible for supporting the United Way mission and expanding the organization's outreach through relationship building and the execution of various creative and innovative marketing and events strategies.

Classification: Full time, Non-Exempt

Normal Work Hours: 8:30 am - 4:30 pm. Includes one hour paid lunch.

Supervision: This position is under the direct supervision of the United Way Executive Director.

Essential Functions of the Position:

- Be the catalyst for the creation of resource development planning and marketing strategies and activities to better support United Way services and partner agencies.
- In collaboration with the Executive Director and Board of Trustees, develop and implement optimal strategies to increase resources from workplace campaigns, corporate gifts and sponsorships, leadership gifts, special events, planned giving, and on-line/social media giving.
- Participate in community collaborations that support United Way's mission and build relationships with corporate donors and community stakeholders.
- Responsible for developing and implementing promotion strategies using United Way's social media platforms, website, e-newsletter, print materials, and other marketing tools; maintaining relationships with local media; and creating compelling video content and graphics that drive the organization's brand awareness.
- Responsible for building, leading and executing United Way events including, but not limited to, Annual Campaign events and fundraisers for the Sandusky County Cancer Care Fund. These duties include the following:
 - Create unique experiences that leave stakeholders feeling connected to United Way
 - Secure venues and negotiate contracts
 - Manage relationships with vendors and internal teams, maintaining strong relationships
 - Plan event logistics such as venue, seating, dining, and guest list
 - Coordinating event entertainment, including music, performers, and guest speakers
 - Create comprehensive and readable financial reports to stay on track to event budgets
 - Manage and oversee events on the day of, including problem-solving, welcoming guests, directing event set-up, communicating with staff, organizing vendors, and take-down
 - Communicate with peers to create effective invitations, social and other advertisements for each event
 - Conduct post event attendee surveys and lead internal debrief meetings
 - Meet or exceed budget goals while planning event specifications

- Recruit and manage volunteers to assist with event coverage
- Manage and recruit speakers/performers/talent/etc for event purposes
- Provides compassionate customer service to callers and walk-ins seeking assistance through internal programs, First Call for Help and the Sandusky County Cancer Care Fund. These services include information and referral and financial assistance and require accurate record keeping.

Minimum Qualifications:

- Bachelor's degree in a related field OR 3 years of relevant work experience.
- Creative and innovative mindset.
- Strong verbal and written communication skills.
- Exceptional interpersonal skills needed with the ability to communicate with diverse groups and individuals at all levels.
- Possess organizational skills and attention to detail.
- Ability to manage projects and workload independently and collaboratively.
- Excellent computer skills and digital literacy and the ability to learn new programs quickly.
- Graphic design experience preferred.
- Possess a valid driver's license and have use of insured motor vehicle.
- Prefer an individual with a knowledge base of the businesses and social service organizations in Sandusky County.
- Must successfully pass drug screening, Bureau of Criminal Identification and Investigation (BCII) and FBI background checks.

Working Conditions & Physical Requirements

Work is carried out in a controlled, agreeable environment as generally represented by normal office conditions. Employees may be required to assist with or attend various offsite events related to programs or fund raising that are scheduled evenings and/or weekends. These events may require several hours on your feet and assisting with lifting and carrying items up to 25 lbs.

Compensation & Benefits:

- \$40-50,000 a year based on experience and qualifications
- Excellent health insurance including dental
- Paid vacation, sick time, and personal time off
- Fourteen paid holidays

Non-Discrimination

United Way of Sandusky County is proud to be an equal opportunity employer and applicants will receive consideration for employment without regard to age, color, disability, gender, national origin, race, religion, sexual orientation, gender identify, protected veteran status, or any other classification protected by federal, state, or local law.

To be considered:

To apply to join our team, submit a resume and cover letter to: director@uwsandco.org or to United Way of Sandusky County, Attn: Executive Director, 826 W State St, Fremont, OH 43420 by July 10, 2022.