



JOB DESCRIPTION

TITLE Communications Specialist	
FLSA Non-Exempt	REPORTS TO: Senior Manager, Communications
DATE 02/28/2017	REVISED
EXPECTATION FOR ALL EMPLOYEES: Support the mission, vision and values of United Way of North Central Florida (UWNCFL). When appropriate, participate in various after hours and weekend activities that benefit UWNCFL and the community. Due to the leadership role UWNCFL is called upon to play in the community, particularly during times of crisis, it is the expectation that all UWNCFL staff will be fully engaged in the organization's crisis plan and response efforts.	
POSITION SUMMARY: This position supports and works at the direction of the Senior Manager of Communications, providing enhanced marketing, communications, event logistics and social media to UWNCFL and its key divisions of Impact, Development, and Education. The Communications Specialist will place major emphasis on maintaining and monitoring the agency's communications arsenal as well as providing logistical support for the organization across all areas of communications, marketing and social media.	
PRINCIPAL DUTIES AND RESPONSIBILITIES	

Responsibilities include:

- **Social Media:** Update social media platforms currently used by the organization (i.e. Facebook, Twitter, Instagram, Pinterest, etc.); Develop campaigns for special days such as Giving Tuesday and The Amazing Give; Work with Development to arrange Small Business Spotlights for social media.
- **Website Management:** Manage website updates, keeping all information current and accessible; write content and compile digital photos for use on website
- **Agency Newsletters:** Assist in the creation, editing and publication of agency's newsletters including electronic communications currently utilized by the organization; manage newsletter production process, communicating with key vendors to coordinate the mailing of and electronic posting of e-newsletter on website; E-newsletters through Constant Contact; maintain an up-to-date list with the assistance of Database Manager which includes posting link to e-newsletter on website
- **Media/Messaging:** Assist in the logistics of all earned media opportunities, including writing, editing and publishing press releases to media contacts after the approval of CEO has been received.
- **Events:** Manage and coordinate event logistics for key donor events throughout the year, including the planning, execution and "day of" needs per event (i.e. A/V, vendor requests, floor plan, decoration, etc.); create, distribute and review event plan with staff; manage all Development campaign-related events, Affinity Group events, and Community Impact Initiatives events; create invitations and coordinate mailing process or Eventbrite invites for all areas of Development and CI.
- **Workplace Campaign:** Prepare and order materials for campaign. Work with agency vendors to create campaign video and distribution
- **Marketing Materials:** Manage logistics and purchasing of marketing materials to include ordering, design, proofing and manage mailings; assist in creation of sponsorship materials; create and monitor Facebook and Google ads, flyers, digital images, billboard, PSA's and any other marketing collateral

QUALIFICATIONS/ SKILLS AND KNOWLEDGE REQUIREMENTS

Education Requirements:

Bachelor's Degree or a minimum of two years related industry experience and/or externships, broad exposure to electronic communications, working with social media and or/equivalent combination of education and experience.

Experience Requirements:

At least two to three years of experience in marketing or communications at a nonprofit organization is preferred, but not required

Core Values:

- **Accountability** – We act with integrity and maintain the highest standards of ethics and accountability.
- **Leadership** – We provide leadership for community building.
- **Inclusiveness** – We respect the dignity, uniqueness and worth of all individuals and value the diversity of the community we serve.
 - **Volunteerism** – We promote a “spirit of volunteerism” and volunteer leadership.
 - **Excellence** – We provide the highest quality in all we do.

Technology Requirements:

Proficient user of Internet Explorer, Excel, PowerPoint, Outlook and Social Media platforms to know include Facebook, Twitter, Instagram, Pinterest and organizational website. Knowledge of Adobe Suite (i.e. Photoshop, Illustrator, InDesign) desired.

Knowledge/Skills:

Strong oral and written communication skills, customer relations skills, creative problem-solving skills, good judgment. Strong organizational and group leadership skills. Ability to write content for publication across agencies that confirm to prescribed style and format.

Contact:

Internal: Communicate with all levels of the organization to exchange information and collect information, coordinate projects, and solve problems.
External: Communicate with volunteers, leaders, corporate partners, community media, trade associates, vendors, other United Ways, UWW and the general public, to exchange and collect information. Relationships must be handled in a positive manner to project a positive image of UWNCFL.

Working Conditions:

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force as frequently as needed to move.

ACKNOWLEDGEMENT OF UNDERSTANDING: The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

PRINT EMPLOYEE NAME

EMPLOYEE SIGNATURE/DATE