



## About the Marketing Coordinator

We are looking for an accomplished, results driven Marketing Coordinator to take the lead in implementing marketing strategies for United Way. As a 97-year-old organization that has renovated itself to have the attitude and posture of a startup. United Way relies on inbound marketing activities to educate the public, generate demand, nurture leads, convert and retain our donors. We're looking for a data-driven storyteller who is hungry to increase these efforts and execute alongside an incredible team of talented marketers working hard to scale impact in the Greater Chattanooga community.

A successful Marketing Coordinator will be passionate about putting our donor's impact first with compelling storytelling through digital communication. You will work closely with multiple teams, both internal and external, to ensure consistency through digital, print and traditional communication channels. Working alongside the Director of Marketing and Content Strategist, you will coordinate the implementation of our marketing strategy using tools like WordPress, Google Analytics, Social media and more.

You will work closely with our Director of Marketing and Digital Strategy to execute, analyze and improve marketing activities which allow United Way to meet business objectives. You should also provide forward-thinking ideas to construct and maintain a robust marketing funnel.

### **Marketing Coordinator responsibilities are:**

- Coordinating the distribution of content to internal and external marketing channels
- Project management of marketing-led activities
- Responsible for managing the implementation and reporting for all inbound digital marketing activity. (e.g. social posting, SEO, website traffic, lead generation, email automation, etc)
- Implement campaigns to create higher levels of customer interaction, website traffic, and conversion rate optimization
- Work alongside Content Strategist to construct and execute email marketing and automation campaigns
- Liaise with internal sales and impact development teams to ensure brand messaging consistency and scalability.
- Coordinate the creation, distribution and measurement of digital properties/content, including web pages, blogs, social media and landing pages
- Provide insight to us stay ahead of the curve with digital marketing trends

### **Marketing Coordinator requirements are:**

- Experience managing successful social media campaigns, and a solid understanding of social marketing.

- Solid understandings of web metrics and digital analytics, with the ability to generate, analyze and interpret data.
- Strong management skills, excellent oral and written communication skills.
- Demonstrable experience with results driven marketing campaigns and using a marketing automation suite such as HubSpot to track and analyze results
- Strong understanding of how all current digital marketing channels function
- Solid knowledge of online best practices as well as marketing tools
- Hands on experience with SEO/SEM, Google Analytics and CRM software
- Familiarity or proficiency with web design and tenets thereof
- Outstanding analytical and project management skills
- Strong team management and communication (written and verbal) skills
- Degree in Marketing, Digital Technologies, Communications or relevant field

### **Special Skills for Consideration**

- Design experience in print, web or animation (knowledge of Adobe Creative Cloud, Photoshop, Final Cut Pro, Premiere Pro, Audacity or other media editing software)
- Experience with Salesforce CRM, Marketing Cloud and Social Studio
- Experience with WordPress, Webflow, Squarespace, and Shopify
- Photography/Videography skills
- Certification and experience with Google Analytics, Google Ad Grants, Google Search Console, Google Tag Manager

### **Competencies & Personality**

- Plan Strategically: Engage diverse stakeholders to assess community needs, strategically guiding United Way to contribute to the community's priorities with credibility, authenticity and humility.
- Data-driven critical thinker: Ability to address and manage complex issues to achieve great results, and have the ability to gather, interpret and use relevant data to drive a dynamic, human-centered community investment process.
- A proven leader with a bias towards action: Experience managing multiple projects at once and leading a team that consistently completes projects on time and knows how to get the best out the people on your team.
- Excited about numbers: The ability to track the return on investment for marketing efforts is critical to increasing UWGC's market share and recalibrating strategy on the fly.
- Comfortable taking smart risks to achieve goals: Innovation drives progress, and you are not afraid to take on strategic risk to achieve a potentially great outcome.
- Comfortable building rapport with diverse people in a variety of situations: Comfortable working with people of diverse backgrounds—donors, staff and other constituencies—and have an ability to understand their needs from a variety of perspectives.

- Works as a team player who knows how to develop and motivate people: This position requires the ability to have solid interpersonal and management skills and understand how to build and motivate teams for high achievement and results.
- Superior communication skills: Must communicate effectively and have an ability to clearly and succinctly articulate UWGC's message and value to a variety of audiences, inspiring others to act in service.
- Flexible, fluid and comfortable with ambiguity: Must be able to shift the focus of your work as situations require, where direction may not be entirely clear. Are a self-starter, comfortable working on your own with little supervision.
- Requires a passion for mission-based work and the Chattanooga community: Must bring joyfulness to your work and the organization because you know the work you do helps build a community where all people and families achieve their full, human potential through education, stability and healthy living.

**Core Competencies for ALL STAFF:**

- Mission-Focused: Catalyze others' commitment to mission to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivations.
- Relationship-Oriented: Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- Collaborator: Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- Results-Driven: Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- Brand Steward: Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

If you would like to apply, please forward your cover letter and resume to the attention of Tammy McCallie, Director HR; [tammymccallie@uwchatt.org](mailto:tammymccallie@uwchatt.org).