

### **Communications Associate Job Description:**

We are looking for an energetic and self-motivated Communications Associate to join our growing Communications Department. If you are an ambitious individual who wants to build a career in content and digital marketing, then we want to work with you.

In addition to being an excellent communicator (both written and verbal), you should have excellent self and team organization. The successful candidate will also have in-depth knowledge of marketing techniques, project management, critical thinking and problem solving, digital tools and social media platforms.

### **You know you're right for this role if:**

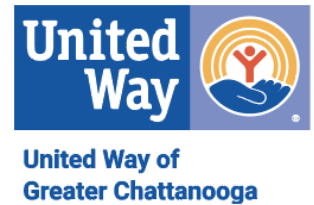
You like to define goals, build a plan, and structure it for success. You like to take complicated ideas and turn them into simple ways to learn and engage. You want to enrich the lives of greater Chattanoogaans with meaningful opportunities to make impact and create stories of hope.

### **What you'll be doing:**

We are looking for a quick learner and self-starter. Someone who can grab hold of a goal, put a plan together and create the necessary deliverables to get results to finish the job.

### **Responsibilities:**

- Project Management
- Quality Assurance
- Copywriting
- Public Relations
- Brand development and stewardship
- Perform market analysis and research on the latest trends.
- Design and present new campaign ideas.
- Prepare detailed promotional presentations and press releases.
- Help with the planning and hosting of marketing events.
- Research and evaluate competitor marketing and digital content.
- Contribute to the creation of mock-ups, email campaigns, and social media content.



**Requirements:**

- Degree in Marketing, Communications, Entrepreneurship, Nonprofit Management or similar field.
- Comfortable and familiar with various marketing software, tools and social media platforms.
- Good understanding of the latest marketing trends and techniques.
- Excellent verbal and written communication skills.
- Must have a passion for marketing.
- Outstanding multitasking abilities.
- Ability to work digitally and remotely
- You are passionate about the community, relate well to other individuals, and find joy in being a part of a new initiative

**Preferences:**

- Proficient in the StoryBrand Framework and Business/Marketing Made Simple Frameworks
- Clear grasp of Inbound and Content Marketing
- Understands design fundamentals and is comfortable using design tools such as Canva.
- Strategic Planner
- Critical thinker and good question asker
- Self-starter

**How to Apply:**

Interested applicants may send a cover letter, resume, and work portfolio (if available) to Tammy McCallie at [tammymccallie@uwchatt.org](mailto:tammymccallie@uwchatt.org).