



**United Way of Greater Chattanooga is searching for a Content Marketing Specialist. This position will report to the Director of Marketing & Communications.**

**Purpose of Position:**

The United Way of Greater Chattanooga (UWGC) is seeking a Content Marketing Specialist to oversee social media, collateral, graphic design, photo, video, and PR efforts. The ideal candidate is a passionate storyteller and community builder who loves collaborating internally and externally to develop content that will maximize impact. This role will coordinate media outreach and schedule spokesperson interviews. This role will be responsible for building and maintaining an overarching content calendar to ensure stories are being told at the right time, in the right place, to the right audience. This individual is curious and creative with hands-on experience creating a broad range of marketing content.

**Key Responsibilities:**

- Collaborate across departments to plan, organize, and execute the marketing content calendar
- Manage UWGC social channels: LinkedIn, Facebook, Instagram, Twitter, YouTube
- Develop and maintain media relationships to coordinate media outreach and scheduling
- Responsible for photo and video asset development and vendor management
- Lead graphic designer providing templates and standards for the extended marketing team
- Develop marketing collateral to support internal and external needs
- Create social media campaigns to support core UWGC strategies
- Work closely with the Digital Marketing Specialist to measure success of paid, earned, and owned content and make recommendations to improve content tactics
- Support the leadership team with crisis communication coordination
  
- Maintain an accurate media list, including print, radio, television, and other local channels
- Ensure content and creative are on brand and inclusive to diverse audiences
- Provide content marketing expertise to staff and non-profit partners
- Research content marketing, social media, and design best-practices and third-party programs

- Identify professional development opportunities to further expertise in content marketing
- Perform other duties as assigned

### **Skills, Knowledge and Experience:**

- Bachelor's degree or equivalent required in marketing, communications, or related field
- 1-3 years of experience in marketing content creation or comparable work
- Thorough understanding of social media and PR best practices
- Photography and video experience
- Knowledge of Adobe Creative Cloud, Audacity or other media editing software
- Experience with Buffer or other social media management platforms a plus
- Strong written and verbal communication skills
- History of successfully managing internal and external partners
- Highly organized and detail oriented
- Ability to prioritize and multitask in a fast-paced environment
- Ability to work both independently and as a member of a team
- Familiarity with 501(c)(3) regulations a plus

### **Position Type/Expected Hours of Work**

- This is a full-time position, working 40 hours per week. UWGC offers flexible work arrangements with a mix of remote and in-person hours each week. Occasional evening and weekend work may be required as job duties demand.

### **Core Competencies:**

- **Mission-Focused:** Catalyze others' commitment to mission and to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivation.
- **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 their role in growing and protecting the reputation and results of the greater network.

If you are interested in applying for this position, please submit your cover letter and resume to [tammymccallie@uwchatt.org](mailto:tammymccallie@uwchatt.org) by September 30, 2022.