



**Greater Chattanooga**

**United Way of Greater Chattanooga is searching for a Marketing Coordinator. This position is a paid, full-time role reporting to the Director of Marketing & Communications. You will be a member of the Marketing Team. The Salary range for this position is \$45,000 - \$47,000.**

### **Marketing Coordinator**

#### **Purpose of Position:**

The United Way of Greater Chattanooga (UWGC) is seeking a Marketing Coordinator to play a pivotal role in supporting our brand, event, digital, and content initiatives. This dynamic position offers the opportunity to collaborate closely with various departments to manage social media execution, support website content, develop brand collateral, support event coordination, and contribute to other marketing tasks as needed. We are seeking an action-oriented team player who is ready to leverage their marketing experience to drive real community impact.

#### **Key Responsibilities:**

- Manage social media content creation and scheduling, including monitoring engagement and responding to inquiries in a timely matter
- Support copywriting for the website, blog, email, and other channels as needed, leveraging the brand voice and tone
- Design brand collateral, such as flyers, brochures, and posters, and manage print vendor relationships
- Maintain an accurate media list, including print, radio, television, and other local channels for PR outreach
- Ensure content and creative is on brand and inclusive to diverse audiences
- Support event coordination and planning
- Support capturing photo and video content and manage organization of all brand assets
- Stay informed about industry trends and emerging tools for nonprofit marketing
- Serve as brand champion to build excitement around the UWGC brand and relevancy to multiple audiences across all marketing channels
- Perform other duties as assigned

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

- Bachelor's degree or equivalent required in marketing, communications, or related field
- 1 - 2 years of experience in marketing, communications or comparable work is preferred

- Highly organized and detail oriented
- Strong written and verbal communication skills
- Experience managing social media platforms
- Experience creating content in Canva
- Photography and video experience a plus
- Knowledge of Adobe Creative Cloud or other graphic design software a plus
- 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 at least 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.

**Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

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