



# UNITED WAY OF EAST CENTRAL IOWA

## Job Description Form

**Job Title/Dept:** Digital Media Specialist – Marketing & Communications

**Reports to:** Senior Manager – Marketing & Communications

<p><b>Type of position:</b></p> <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Regular <input type="checkbox"/> Part-time <input type="checkbox"/> Specially funded <input type="checkbox"/> Intern <input type="checkbox"/> Temporary	<p><b>Hours <u>40</u> / week</b></p> <input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Nonexempt
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<p><b>Supervisory Responsibility</b></p> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <p><b>Number of Direct Reports: <u>0</u></b></p>	<p><b>Other Skills</b></p> <ul style="list-style-type: none"> <li>• Excellent Communication skills</li> <li>• Drive to create new things</li> <li>• Ability to work independently</li> <li>• Social and digital media analytics and campaign creation</li> </ul>
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### CORE VALUES AND BEHAVIORS

<p><b>Values</b></p> <p><b>Relationships:</b> We work with people and demonstrate we genuinely value their interests, concerns, hopes and dreams for themselves and for the community.</p> <p><b>Excellence:</b> Our standards are high and exceptional quality is our expectation.</p> <p><b>Learning:</b> We grow and improve by continuously sharing and building upon our knowledge.</p> <p><b>Service:</b> We put the needs of our community and its people first.</p> <p><b>Leadership:</b> We guide and inspire our community to unite around effective solutions to social issues.</p> <p><b>Collaboration:</b> We strive to partner with others, and work together using the unique strengths of our community to build greater impact.</p> <p><b>Innovation:</b> We do not rely on the status quo and continuously look for improved ways to reach our community goals.</p> <p><b>Integrity:</b> We are accountable and will do what is right, openly and honestly.</p>	<p><b>Behaviors</b></p> <p><b>Mission-Focused:</b> priority to create real social change that leads to better lives and healthier communities. This drives performance and professional motivation.</p> <p><b>Relationship-Oriented:</b> an understanding that people come before process and can cultivate and manage relationships toward a common goal.</p> <p><b>Collaborator:</b> understands the roles and contributions of all sectors of the community and can mobilize resources through meaningful engagement.</p> <p><b>Results-Driven:</b> dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.</p> <p><b>Brand-Steward:</b> an understanding of the role played and importance in protecting and growing the reputation and results of the greater network of United Ways.</p>
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### PRIMARY PURPOSE

This position is part of a team that tells United Way of East Central Iowa’s story. This position collaborates with team members in the ideation phase of productions and campaigns, and then shoots and edits final products that we distribute to current and potential donors.

The Digital Media Specialist will magnify the extent and impact of all campaigns and develop compelling, highly shareable, and creative content for successful fundraising and advertising campaigns. This person will be the leader for our digital media. Through email, social media, and online marketing, the ideal candidate will have excellent written and oral communication skills; strong attention to detail, balanced with a high-level, big-picture perspective; effective organizational skills; and the ability to juggle priorities under pressure in a deadline-driven environment.

As part of the Marketing and Communications team, this position will also assist in fulfilling tasks associated with the department’s responsibilities. These responsibilities include, but are not limited to, events planning and execution, social media engagement, and design of marketing materials.

The successful candidate will be brand focused with a self-motivated drive for positive results. They will be an independent thinker who can work creatively within the team and meet both short and long term deadlines.

### ESSENTIAL JOB FUNCTIONS

Major Area of Responsibility (What do you do and why do you do it?)	Tasks Undertaken to Accomplish the Essential Function
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<p><b>Digital Media Analytics &amp; Execution</b></p>	<ul style="list-style-type: none"> <li>• Design digital media campaigns that align with strategic marketing goals to increase traffic.</li> <li>• Coordinate creation of digital content (e.g., website, blogs, email marketing, etc.)</li> <li>• Establish our web presence to boost brand awareness.</li> <li>• Develop and adapt direct marketing messaging and monitor ROI and data analytics of different digital channels.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Create paid search campaigns including keyword research, bid management, ad copy, targeted landing pages, and traceable calls to action.</li> <li>• Create, execute, and manage online marketing initiatives including paid search, social media, and search engine optimization.</li> <li>• Collaborate with team members to create and implement integrated marketing campaigns that reinforce brand and organizational goals.</li> <li>• Stay up-to-date with digital media developments.</li> </ul>
<b>Video production</b>	<ul style="list-style-type: none"> <li>• Well versed in Final Cut Pro, Adobe Premiere, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, or similar programs.</li> <li>• Ability to tell a story across platforms and through different mediums.</li> <li>• Know the basic rules of storytelling, with the ability to think outside the box.</li> <li>• Ability to create quick-moving videos that grab people’s attention and are memorable.</li> <li>• Some graphic design background.</li> <li>• Shoot meaningful stories of what UWECI does for our community.</li> </ul>
<b>Interview and pre-production skills</b>	<ul style="list-style-type: none"> <li>• Ask inquisitive questions that prompt answers that can be used on several platforms including video, print, and online.</li> <li>• On scripted videos, produce quick moving videos that engage our audiences.</li> </ul>

### REQUIRED QUALIFICATIONS

#### Education:

	Required	Preferred
<input type="checkbox"/> High School Diploma/GED	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Associate Degree (2 year program)	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Bachelor’s Degree	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Master’s Degree	<input type="checkbox"/>	<input type="checkbox"/>

Describe any specific field of study: Computer related

#### Work Experience:

- No previous experience
- 1–3 years
- 3–5 years
- 5–7 Years
- 7 or more years

### JOB SKILLS AND ATTRIBUTES

- **Innovation and Creativity:** Openness to inventing new ways of producing memorable marketing materials. Flexibility, adaptability, and openness to change. Commitment to continuous learning.
- **Action Oriented/Results Driven:** Demonstrate strong drive to achieve meaningful results and ability to follow-through on commitments. Able to anticipate and resolve problems effectively. Work on concurrent assignments and meet deadlines.
- **Effective Communication:** Ability to work effectively with on-camera talent and other team members. Good interpersonal and relationship building skills.

### PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee may be frequently required to use finger and hand motion and occasionally required to stand, walk and reach with hands and arms. The employee must occasionally lift and/or move objects, including production equipment, up to 20 lbs. Specific vision abilities required by this job include close vision and ability to adjust focus.

### ACCOUNTABILITY AND DECISION MAKING

What rules or procedures limit the activities and authority of this position? What judgments and decisions are being made?

This position is a champion of our collaborative environment. It’s important to work with other United Way team members to create materials that fit within the overall brand and its mission.

This position, as part of Marketing and Communications, will ultimately be judged on the quality and effectiveness of materials, as well as effective and efficient use of time in a collaborative environment.

**Note: This job description indicates the normal type and level of work expected of the incumbent. Incumbent may be asked to perform other duties as apparent or assigned.**