



# UNITED WAY OF EAST CENTRAL IOWA

Job Description Form

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| <b>JOB TITLE/DEPT:</b> Content Specialist  |  |
| <b>REPORTS TO:</b> Vice President, Marketing & Communications  |  |
| <b>Type of Position:</b><br><input checked="" type="checkbox"/> Full-time<br><input type="checkbox"/> Part-time<br><input type="checkbox"/> Intern<br><input checked="" type="checkbox"/> Regular<br><input type="checkbox"/> Specially funded<br><input type="checkbox"/> Temporary | <b>Hours: 40/week</b><br><input type="checkbox"/> Exempt<br><input checked="" type="checkbox"/> Nonexempt  |
| <b>Supervisory Responsibility:</b><br><input type="checkbox"/> Yes<br><input checked="" type="checkbox"/> No<br><br><b>Number of Direct Reports:</b> 0   | <b>Other Skills</b> <ul style="list-style-type: none"> <li>• Advanced computer skills in Microsoft Office (Word, Excel, Outlook, PowerPoint).</li> <li>• Knowledgeable about and skilled in internet research, content types, and search engine optimization.</li> <li>• Strategic thinking.</li> <li>• Storytelling.</li> <li>• Event management experience.</li> <li>• Public relations and strong customer service knowledge.</li> <li>• Project management skills with a demonstrated ability to manage multiple projects or events and complete them on time.</li> <li>• Highly developed organizational skills.</li> </ul> |

## CORE VALUES AND BEHAVIORS

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| <b>Values</b> <ul style="list-style-type: none"> <li>• <b>Relationships:</b> We work with people and demonstrate we genuinely value their interests, concerns, hopes, and dreams for themselves and the community.</li> <li>• <b>Excellence:</b> Our standards are high, and exceptional quality is our expectation.</li> <li>• <b>Learning:</b> We grow and improve by continuously sharing and building upon our knowledge.</li> <li>• <b>Service:</b> We put the needs of our community and its people first.</li> <li>• <b>Leadership:</b> We guide and inspire our community to unite around effective solutions to social issues.</li> <li>• <b>Collaboration:</b> We strive to partner with others and work together using the unique strengths of our community to build greater impact.</li> <li>• <b>Innovation:</b> We do not rely on the status quo and continuously look for improved ways to reach our community goals.</li> <li>• <b>Integrity:</b> We are accountable and will do what is right, openly and honestly.</li> <li>• <b>Diversity &amp; Inclusion:</b> We see and nurture diversity and inclusion in order to be reflective of the community we serve. We create a culture that values all people, perspectives and strengths, which contributes to a vital, creative, and resilient community.</li> </ul> | <b>Professional Core Competencies</b> <ul style="list-style-type: none"> <li>• <b>Mission-Focused:</b> Priority to create real social change that leads to better lives and healthier communities. This drives performance and professional motivation.</li> <li>• <b>Relationship-Oriented:</b> An understanding that people come before process and can cultivate and manage relationships toward a common goal.</li> <li>• <b>Collaborator:</b> Understands the roles and contributions of all sectors of the community and can mobilize resources through meaningful engagement.</li> <li>• <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.</li> <li>• <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.</li> </ul> |
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## PRIMARY PURPOSE

As the primary writer and editor on the UWECI Marketing and Communications team, the Content Specialist is responsible for quality writing, editing, and proofreading for UWECI communications and media relations efforts. All communications developed will be focused on building United Way brand comprehension and delivering a clear, consistent experience of the brand through targeted messaging and storytelling. In doing so, this will increase overall engagement among staff, volunteers, donors, prospective donors, and the general public.

This position requires a strong understanding of developing targeted, multi-channel messages to increase stakeholder engagement and the ability to break down complex subject matter to create simple, concise content for a variety of audiences and channels. As part of the Marketing team, this position will provide event and project management throughout the year.

## ESSENTIAL JOB FUNCTIONS

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| <b>Writing</b>          | <ul style="list-style-type: none"> <li>• Create strong, clear, concise written content that contains a consistent message across a variety of channels such as social media, letters, commercials, and print materials.</li> <li>• Provide expert content marketing for a broad range of organizational collateral materials including, but not limited to, annual reports, articles, editorials, scripts, news releases, marketing/sales letters, etc.</li> <li>• Translate complex principles, strategies, and programs into consumer-friendly and engagement driven concepts that paint a clear picture of United Way’s work and impact, increase brand comprehension, and move people to action.</li> <li>• Utilize highly developed writing, editing, and copywriting skills to write targeted, multi-channel messages.</li> <li>• Ensure all content supports UWECI’s strategic marketing goals.</li> <li>• Provide support for speakers, both staff and volunteer, by creating talking points and speeches for engagements.</li> <li>• Support the development of crisis and issues communications plans that position UWECI to effectively respond to and manage crisis news events and issues.</li> <li>• Work with the Digital Media Specialist in writing and developing content for web and social media sites, ensuring timely updates and full organizational representation.</li> </ul> |
| <b>Editing</b>          | <ul style="list-style-type: none"> <li>• Edit all content filtering through the Marketing and Communications department.</li> </ul>  |
| <b>Other Job Duties</b> | <ul style="list-style-type: none"> <li>• As part of a team, assist in all aspects of social media, event planning and execution, and other marketing projects, as needed. These responsibilities may take place outside regular office hours.</li> </ul>   |

## REQUIRED QUALIFICATIONS

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| <b>Education:</b><br>High School Diploma/GED<br>Associate Degree (2-year program)<br>Bachelor’s Degree<br>Master’s Degree<br><br><b>Preferred field(s) of study:</b> Journalism or English | <table border="0"> <tr> <td><b>Required</b></td> <td><b>Preferred</b></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table> | <b>Required</b> | <b>Preferred</b> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>Work Experience:</b><br><input type="checkbox"/> No previous experience<br><input type="checkbox"/> 1–3 years<br><input checked="" type="checkbox"/> 3–5 years<br><input type="checkbox"/> 5–7 years<br><input type="checkbox"/> 7+ years |
| <b>Required</b>  | <b>Preferred</b>   |                 |                  |                          |                          |                          |                          |                                     |                          |                          |                          |  |
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## JOB SKILLS & ATTRIBUTES

- **Innovation and Creativity:** Remains open to new ways of doing business. Critically examines rules to see if they have outgrown their usefulness. Flexible, adaptable, and open to change. Committed to continuous learning.
- **Effective Communication:** Prepares clear, complete, and concise reports. Able to work with volunteers and staff effectively. Must maintain confidential information. Excellent interpersonal and relationship-building skills.
- **Team Builder:** Works to promote cooperation throughout the organization and assists with creating a positive work environment.
- **Action Oriented/Results Driven:** Demonstrate strong drive to achieve meaningful results and able to follow through on commitments. Anticipate and resolve problems effectively. Work on concurrent assignments and meet deadlines.
- **Customer Oriented:** Listens to the needs, interests, and passions of the audience with an eye towards connecting them with UWECI’s work in the community. Identifies, engages with, adapts to, and influences various types of individuals and organizations.
- **Cultural Competency:** Able to understand, communicate, and effectively interact with people across cultures.

## 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 up to 20 lbs. Specific vision abilities required by this job include close vision and ability to adjust focus. Occasional travel to offsite meetings and events will be necessary; a valid driver's license and access to a vehicle is required.

## ACCOUNTABILITY & DECISION MAKING

Reports to the Vice President, Marketing & Communications and works with employees across the organization, including other Leadership Team members.

Differentiate between urgent and non-urgent matters, collect relevant information, and consult with supervisor or other team members before making major decisions. Understand organizational priorities and implement projects accordingly.

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.