

# Fostering an Equitable, Engaged, Empowered Community



## CAREER OPPORTUNITY:

## Content Marketing Specialist Temporary

Position Posted: 3/19/2021	Application Deadline: 4/2/2021
----------------------------	--------------------------------

- To apply, please send a cover letter and resume to [careers@unitedwaydm.org](mailto:careers@unitedwaydm.org)
- For more organizational information, please visit [www.unitedwaydm.org](http://www.unitedwaydm.org)

### Position Summary

United Way of Central Iowa is seeking a temporary Content Marketing Specialist to assist in creating content and communications during our annual United Way campaign from April-October. This position is approximately 20 hours per week to possibly 40 hours per week during the height of the campaign, Workdays and hours are typically Monday through Friday, 8:00 a.m. – 5:00 p.m. with some early evening events. The hourly rate is 18.00 plus mileage reimbursement for some local travel in the Des Moines area.

The position reports to the United Way of Central Iowa Strategic Communications Content & Media Manager, with support from the Corporate Engagement Officer, and works day-to-day with the Strategic Communications and Donor Engagement teams. This individual will apply writing, editing, visual, and social media communications skills; strategic thinking; and teamwork to assist United Way of Central Iowa and local companies with communication and marketing needs to run successful United Way workplace campaigns. This person also represents United Way, conveying the value of United Way to the community through multiple communications channels. Individuals with diverse backgrounds and experiences are encouraged to apply!

### Why choose United Way of Central Iowa?

United Way of Central Iowa is an established and highly respected nonprofit in the Central Iowa area and the United Way Worldwide network. Employees at UWCI have a passion for the organization's mission and community impact work and strive to create a positive, inclusive, and welcoming work environment. Our Core Values of Compassion, Integrity, Community Engagement, Responsiveness and Striving for Excellence is the foundation for how we do our work and to reach our aspiration to "Engage Community to Empower All."

# Fostering an Equitable, Engaged, Empowered Community



## Essential Accountabilities Include (but not limited to):

- Develop and share compelling social media content, and monitor United Way of Central Iowa social media accounts
- Write and capture video/photograph for story and testimonial content for digital and print
- Works cross-functionally to strategize and create content for digital and print marketing materials
- Support donor engagement staff with communications needs
- Capture photos and videos at events
- Attend meetings and provide customized communications solutions for companies and United Way
- Write blogs
- Edit and develop website content
- Develop communications tools and content for organizations to use during campaigns

## Competencies/Experience:

- Strong writing, editing, and presentation skills
- Experience in managing social media accounts and producing social content
- Proficient in digital communications; experience with website content management systems preferred
- Experience in producing quality photos and video
- Self-directed, enthusiastic, creative
- Ability to work well with a team virtually or in-person in a fast-paced, changing environment
- Ability to prioritize and manage multiple projects
- Valid driver's license and use of car
- Adhere to United Way's code of ethics, always representing United Way of Central Iowa and the company in a positive manner

United Way is an equal opportunity organization and all qualified applicants for employment or contract assignments will receive consideration for employment without regard to race, religion, skin color, gender, national origin, ethnicity, sexual orientation, gender identity, physical or mental abilities, genetic information, pregnancy, disability, age, family or marital status, veteran status or other characteristic protected by applicable. United Way of Central Iowa will consider qualified candidates with criminal histories in a manner consistent with the role requirements and any applicable local, state, and Federal law.

If you are a job seeker with a disability, or are assisting someone with a disability, and require accessibility assistance or an accommodation to apply for one of our jobs, please call 515-246-6516.