



**UNITED WAY**  
Pennsylvania

## **Marketing & Communications Coordinator**

**Reports to:** Director of Mission Advancement

United Way of Pennsylvania works to support all of our member local United Ways across PA to be a leader and partner in building financially resilient families and thriving communities across the Commonwealth. We envision an inclusive, impactful and collaborative network of United Ways working with business, community, faith and government leaders across PA to advance equitable access to health, education and financial stability for all Pennsylvanians. UWP is most well-known for its leadership on the statewide ALICE project, to educate and advocate for households who are working but not yet earning enough to afford their basic needs. PA 211 is another key initiative of the United Way network in Pennsylvania, providing support to Pennsylvanians in need of connections to services 24/7/365 through one point of contact.

The Marketing & Communications Coordinator supports United Way of Pennsylvania and PA 211 by advancing their missions through innovative marketing strategies and communication efforts. This position ensures that the UWP and PA 211 brands are consistently represented and effectively communicated across all platforms.

Goals:

1. **Enhance Brand Visibility:** Strengthen the recognition and consistency of the United Way of Pennsylvania and PA 211 brands by developing innovative marketing strategies and maintaining adherence to brand standards.
2. **Increase Network Engagement:** Drive engagement with UWP and PA 211 networks by creating compelling social media content, newsletters, and campaigns that resonate with diverse audiences and stakeholders.
3. **Support Strategic Initiatives:** Collaborate on fee-for-service projects and advocacy campaigns, ensuring effective communication tools and materials are developed to support UWP and PA 211's objectives.
4. **Foster Digital Excellence:** Ensure that UWP and PA 211's online platforms, including websites and social media channels, remain current, accessible, and aligned with the organizations' missions and outreach goals.



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### **Responsibilities:**

- **Social Media:** Manage and grow UWP and PA 211's social media presence by creating, curating, and scheduling content that aligns with organizational goals.
- **Website:** Oversee updates and improvements to the UWP and PA 211 websites, ensuring accurate and timely information.
- **Marketing and Outreach:** Develop and execute marketing campaigns to promote programs, services, and initiatives.
- **Fee-for-Service Projects:** Support marketing and communication needs for UWP and PA 211 networks, ensuring deliverables meet high-quality standards.
- **Newsletters:** Coordinate and distribute newsletters for the UWP and PA 211 networks, ensuring engagement and relevance.
- **Campaigns and Toolkits:** Design and implement campaigns, including the development of toolkits tailored for diverse audiences.
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### **Qualifications:**

- Bachelor's degree – equivalent experience also considered
- 1-2 years of proven experience in social media management, website maintenance, and digital marketing.
- Experience with Hootsuite, Facebook, Instagram, LinkedIn, and X (formerly Twitter) channels
- Demonstrated Familiarity with brand curation and adherence to brand standards.
- Excellent written and verbal communication skills.
- Experience in advocacy or public policy is a plus.
- Strong organizational skills and attention to detail.
- Ability to work collaboratively with internal and external stakeholders.

### **Salary and Benefits:**

United Way of Pennsylvania offers a competitive benefits package, including health care, vision, dental insurance, paid time off, and a 403(b)-employer match. This position operates in a hybrid work environment, combining office days with remote work. This is a full-time salary position and is non-exempt under the FLSA. The salary range for this position is \$45,000 - \$50,000 per year, depending on qualifications and experience.

### **To Apply:**

Submit your resume to [info@uwp.org](mailto:info@uwp.org). Applications will be reviewed on a rolling basis until the position is filled, with the application period concluding no later than Jan 31, 2025.