



Marketing & Events Coordinator

Reports to: Member Services Director

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 & Events Coordinator supports UWP and PA 211 by managing event logistics, coordinating administrative functions, and ensuring seamless execution of meetings, conferences, and statewide engagements. This role plays a critical behind-the-scenes function in supporting organizational priorities through strong coordination, communication, and attention to detail. Successful candidates excel at crafting messages for different internal and external audiences, and are able to represent multiple missions and impact initiatives in these communications, across the reach of both UWP and PA 211. They also have high attention to detail, super organizational skills, and embrace the opportunity to work on and learn about many different content areas.

Goals:

1. **Execute High-Quality Events:** Ensure successful planning and execution of meetings, convenings, and events that support UWP and PA 211 priorities.
2. **Enhance Stakeholder Experience:** Deliver well-organized, professional experiences for partners, funders, and network members.
3. **Support Marketing & Communications Efforts:** Assist in maintaining consistent, timely communications that elevate organizational work and engagement.

Responsibilities:

- **Event Planning & Logistics**
 - Coordinate all aspects of event planning, including scheduling, venue coordination, registration, materials preparation, and on-site logistics
 - Support planning and execution of statewide & Northeast Regional conferences, regional summits, trainings, and partner events
 - Support planning and execution of Hill Day activities
 - Manage event timelines, run-of-show documents, and post-event follow-up
 - Coordinate travel, accommodations, and logistics for staff and leadership as needed
 - Serve as point of contact for vendors, partners, and attendees to ensure smooth event execution
 - Track event budgets and expenses, ensuring alignment with organizational guidelines



- Maintain organized systems for event documentation, contacts, and resources
- **Marketing & Communications Support**
 - Draft and scheduling social media content and newsletters to promote events and initiatives, and increase understanding and awareness of PA 211 and United Way initiatives like ALICE
 - Support updates to websites and event registration platforms
 - Help develop event-related materials such as invitations, toolkits, and presentations
 - Ensure brand consistency across communications and materials
 - Support fee-for-service and network projects through logistical and administrative coordination
- **Coordination and Operations**
 - Manage incoming requests for external events and speaking engagements, coordinating internally and within the UW network to identify and align the appropriate speaker with each opportunity; oversee event logistics and information gathering, and ensure clear, timely communication of details and expectations across teams.
 - Represent United Way of Pennsylvania and PA 211 during community events and tabling opportunities.

Qualifications:

- 1-2 years of proven event management experience
- Excellent written and verbal communication skills.
- Strong organizational skills and attention to detail.
- Good organization, time management and scheduling skills
- Proficient with Microsoft and cloud-based file storage, including One Drive, Word, Outlook, Excel and Powerpoint
- Excellent verbal and written communication skills to interact with staff, members and other stakeholders
- Ability to multitask and manage several projects at once
- Ability to work independently and deliver significant portions of projects with little to no oversight
- Ability to thrive in a fast-paced, hard-working and dynamic work environment
- Ability to lift and move 25 pounds occasionally

Salary and Benefits:

United Way of Pennsylvania offers a competitive benefits package, including health care, vision, dental insurance, paid time off, and a 401(k)-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.