

Job Description and Work Summary

Position:	Communications and Events Specialist
Accountable To:	President & CEO
Oversight Committee:	Campaign Cabinet and Branding Committee
Term of Service:	At-Will
Status:	Full-time, 37.5 hours per week, Non-Exempt
Salary Range:	\$19/hr-\$21/hr (approx. \$37k - \$40k/yr) (plus health and retirement benefits package) Based on skills and experience



United Way
of the Brazos Valley

Position Summary: The United Way of the Brazos Valley (UWBV) Communications and Events Specialist will be accountable for effectively coordinating UWBV communications efforts to donors, media and general public in order to meaningfully and measurably increase awareness and engagement of donors, companies and individuals and coordinate the planning of three annual fundraising events.

Responsibilities: Below is a summary of the priority activities and percent of time estimates for this position.

Activity	Time Estimate
<p>Coordinate communications activities for the organization to further the brand and mission awareness for UWBV and its work.</p> <ul style="list-style-type: none"> Produce content across multiple platforms including: <ul style="list-style-type: none"> Website Social media (Facebook, Instagram and Linked-In) Media Communications and Pres Releases Electronic Communications (Bi-weekly Community Information Digest and Weekly United Way News) Ensure graphic design components are produced with the support of graphic design interns, other staff and volunteers to meet needs of organization including general UWBV promotional materials and web content, Community Campaign materials, Annual Report, Impact Initiatives promotional materials (2-1-1 Texas, Youth Leadership Cabinet, Ride2Health and Early Literacy Program). Work with appropriate vendors, staff and/or volunteers to coordinate the production of all video content for UWBV promotion, including annual campaign video(s), locally produced PSAs and video promotion items for alternate use (social media, website, etc.). Identify and coordinate all speaking opportunities for the President & CEO including weekly radio interview schedule, television interviews and community meetings/presentations. Ensure all materials and communications are adequately edited and reviewed by appropriate parties, including CEO, prior to public release. Maintain inventory of marketing and promotional materials for UWBV and Investment Initiatives, ensuring the budget is maintained. Ensure that United Way's commitment to diversity is represented, as appropriate, in all communications and that all publications are provided in accessible formats. 	60%
<p>Coordinate the planning and logistics of three annual fundraising events and any additional events planned throughout the year with the guidance of the</p>	35%

Activity	Time Estimate
Development Manager and President & CEO. <ul style="list-style-type: none"> • Serve as lead contact with venues' point-of-contact and other event vendors to coordinate all event day logistics, contracts and details. Serve as event coordinator during all events. Attend all events for onsite coordination and troubleshooting, including all set-up and take-down of decorations. • Develop event promotional materials including save the dates, invitations, event signage, programs and "thank yous". • Work with Director of Resource Development to coordinate annual Company Recognition and Thank-You process. 	
Other duties as assigned, including but not limited to: <ul style="list-style-type: none"> • Ensure UWBV main line phone is answered and calls routed appropriately, in the absence of Student Worker Executive Assistant. Greet and receive UWBV guests promptly. • Engage in ongoing professional development activities to excel in skills related to the position. 	5%
Total:	100%

Additional responsibilities as an employee of the organization include:

<p>Knowledge of United Way, its mission, goals, ethics, principles, programs, policies and procedures and able to effectively demonstrate and communicate this information in all work activities.</p> <ul style="list-style-type: none"> • This person will use the following principles to guide their actions and decisions based on the following principles as defined in the UWBV Code of Ethics. <ol style="list-style-type: none"> 1.) Meaningful and Measurable Improvement 2.) Community Interdependence and Collaboration 3.) Volunteer Value Driven 4.) Inclusiveness 5.) Stewardship 6.) Adaptive Organization
<p>Trust Building and Other Duties as Assigned. As a team player this person will need to assist other UWBV management and staff in completing and coordinating tasks and assignments. This is an important function of this position in addressing last minute requests and managing team work.</p>

Preferred Qualifications:

- Bachelor's degree in communications or related field or 1-3 years of experience in a professional communications or event planning position.
- Knowledge of general computer programs (Outlook, Microsoft programs, PowerPoint and Excell)
- Experience using graphic design platforms (Adobe Suite and Canva), website management (WordPress) and social media platforms (Hootsuite).

Physical Requirements:

	0-24%	25-49%	50-74%	75-100%
Seeing:				X
Hearing:				X

UWBV Job Description and Work Summary
 Communication Specialist and Executive Assistant
 Page 3 of 3

Standing/Walking/Sitting:				X
Climbing/Stooping Kneeling:		X		
Lifting/Pushing/Pulling:	X			
Fingering/Grasping/Feeling:				X

Physical Dimensions: Low, Medium or High

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force constantly to move objects.

United Way of the Brazos Valley is an Equal Opportunity Employer.

We embrace and encourage our employees, volunteers and Community Partners to understand and value the differences, both visible and invisible, that make people who they are. We do not discriminate against age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status or veteran status.