

United Way of Greater Rochester Career Opportunity



Join the team!

United Way of Greater Rochester is a dynamic and collaborative work environment comprised of dedicated professionals who are driven to make our community a better place. Join our team and make an impact serving Greater Rochester with your time and talent.

Mission

Our mission is to unite the goodwill and resources of the Greater Rochester community so that everyone can thrive. That means that our team is committed to working with local donors, businesses, not-for-profit program partners, municipalities and individuals to make this community stronger and more vibrant together.

Values

Our core values define who we are and how we serve our community. United Way and our team members are caring, collaborative, equity-driven, innovative, respectful, results-oriented and trustworthy.

Job Title: Communications Associate

FLSA Classification: Exempt

Reports to: Director of Marketing and Communications

Summary

The Communications Associate is responsible for supporting United Way's marketing objectives with target audiences; working with the United Way team to implement social media and media relations strategy and broaden the scope of United Way's work in our community. This position is also responsible for content marketing creation. Duties will entail specific assignments to develop and carry out communications activities of United Way.

Essential Functions

- Creates and implements social media strategy; manages, monitors, updates and interacts on United Way's social media accounts (Facebook, Twitter, Instagram, LinkedIn)
- Creates and implements media relations strategies, public relations and crisis communications
- Completes local daily news monitoring and all staff email updates
- Copywrites for projects including but not limited to: email marketing, campaign materials, website content, donor outreach, scriptwriting and speech writing
- Supports annual Day of Caring and ROC the Day events
- Supports web editing and development
- Consistently demonstrates the values and mission of United Way
- Performs other duties as assigned



Skills and Competencies

- Attention to detail
- Excellent writer
- Strong communication skills
- Collaborative/team player
- Customer focused
- Technical capacity

Supervisory Responsibility

None

Travel

Local travel may be required on an occasional basis

Education and Experience

A Bachelor's degree in marketing and communications or in a related field with at least 2 years of experience; or 4 years of experience; or equivalent combination of education and/or experience.

How to Apply

Candidates may apply online at:

<https://www.uwrochester.org/About-Us/Join-Our-Team>

In support of the ADA, this job description lists only the responsibilities and qualifications deemed essential to the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

United Way of Greater Rochester is an Equal Opportunity Employer. This policy prohibits discrimination on the basis of sex, race, color, religion, creed, national origin, age, marital status, sexual orientation, gender expression, disability, genetic predisposition, veteran status or status as a member of any other protected group or activity.