Senior Associate, Digital Creative Services –
Content Creator/Digital Marketer

<table>
<thead>
<tr>
<th>JOB TITLE</th>
<th>Senior Associate, Digital Creative Services – Content Creator/Digital Marketer</th>
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<tbody>
<tr>
<td>DEPARTMENT/DIVISION</td>
<td>Communications &amp; Marketing; Office of Communications and Engagement</td>
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<tr>
<td>REPORTS TO</td>
<td>Associate Director, Creative Services</td>
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<tr>
<td>EMPLOYMENT STATUS</td>
<td>Full-time</td>
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<tr>
<td>FLSA STATUS</td>
<td>Exempt</td>
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<tr>
<td>DATE</td>
<td>May 16, 2022</td>
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<tr>
<td>STARTING SALARY</td>
<td>$51,000 Annually</td>
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ORGANIZATIONAL OVERVIEW:
United Way of the Mid-South is a multi-million-dollar non-profit, public charitable foundation that mobilizes financial and human resources, across 8-counties, to meet critical needs and to help ensure that hundreds of thousands of Mid-Southerners can achieve their highest potential. We support high-performing nonprofit agencies that are on the front lines fighting to decrease poverty in our community by addressing the essential building blocks for success – education, financial stability, and health – while maintaining vital safety net services in food, shelter, and safety for individuals facing crisis situations. By joining United Way of the Mid-South, you are uniting with a team that is moving the needle on poverty and making our community a place where everyone can thrive.

POSITION OVERVIEW:
The Senior Associate, Digital Creative Services is responsible for the accurate production and distribution of a wide range of digital collateral, the functionality and effectiveness of our website, and digital outlets. This position will report to the Associate Director of Creative Services and will serve as primary point person for UWMS’ website including social media, backend coding, content and all digital campaigns connected to the website; be responsible for managing website SEO, performance & data analytics; design projects from concept to delivery including developing and designing core UWMS graphics, logos, event materials, etc. The ideal candidate is a proactive individual with well-developed critical thinking skills who is able to process, react to, and solve problems in a timely manner as they arise. Must be a motivated team player with confident communication skills that can work with some autonomy but also able to incorporate external creative direction.

PRIMARY DUTIES AND RESPONSIBILITIES:
- Work within the Communications and Engagement team to manage standards across all digital platforms, including website, video, email, mobile communications, and social media.
- Participate in, and be part of, marketing plans and decisions for United Way by sharing knowledge and experience of marketing, advertising and design.
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**SOCIAL MEDIA CONTENT CREATOR:**
- Leverages social media best practices and learnings in the creation of content for UWMS social media channels by developing a digital channel strategy that includes analytics and metrics.
- Plan the social media calendar for all UWMS social channels.
- Develop rich media content including graphics, photos, and videos; as well as posting activities on channels including Facebook, LinkedIn, Instagram, Twitter, YouTube and other interactive social media tools and platforms.
- Collaborate and lead social media marketing strategies to drive revenue and awareness.

**WEB DESIGNER / DIGITAL LANDSCAPER:**
- Build and optimize uwmidsouth.org for evolving business needs including SEO and PPC campaigns.
- Provide content, photography and brand support for uwmidsouth.org while maintaining communication with team members and supervisor concerning the effectiveness of the website.
- Code and script applications to create new webpages, microsites, landing pages, etc.
- General understanding of UX/UI human-centered design
- API knowledge; Integrate website with other applications.
- Keep up-to-date on web developments and trends.
- Perform routine site audits, as well as ongoing maintenance, on an as-needed basis.

**GRAPHIC DESIGNER:**
- Develop conceptual creative work and handle all aspects of production, including final file preparation.
- Develop creative pieces using graphic design elements in keeping with United Way’s brand standards.
- Prepare images to align with branding guidelines and social expectations.
- Assist with collateral updates and version control.
- Assist with photography and video production (shooting, editing, etc.).
- Provide support services for Associate Director, Creative Services.

**QUALIFICATIONS:**
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- At least two years of professional experience in web design or multimedia required. Knowledge of WordPress, HTML & CSS, SEO/SEM preferred.
- API web integration; Experience in User Experience (UX) and User Interface (UI)
- Photo/video editing skills.
- Proficient in Microsoft Office Suite, Google Workspace, Adobe Creative Suite and video editing software.
- Excellent aesthetic skills, interpersonal & communication skills and demeanor; team player with stellar verbal, written, and listening communication skills.
- High sense of urgency; quick and efficient learner.
- Experience with composition techniques in producing polished final pieces.
- Effective organization and time-management skills with the ability to work in high-pressure situations.
- Ability to work independently and complete assigned tasks within identified timeframes while managing multiple projects, as well as collaboratively working with leaders of other areas to achieve common goals; working as part of a multidisciplinary team
- Ability to think creatively and provide marketable solutions in concept, development, and production of communication materials.
- Excellent spelling, grammar and proofreading skills.
- Ability to produce some promotional materials in-house, including installation, cutting, measuring and mounting productions.
- Bi-lingual in Spanish and English is a plus.

**Physical Requirements:**
While performing the duties of this job, the employee is regularly required to sit, talk and/or hear. The employee is frequently required to use finger and hand motion and occasionally to stand, walk and reach with hands and arms. The employee must frequently lift and/or move up to 30 pounds and occasionally carry, lift, setup and/or move up to 40 pounds. There may be additional physical requirements associated with volunteer events. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus.

**Working Conditions:**
United Way of the Mid-South is an equal opportunity employer and does not discriminate against any person because of race, color, creed, religion, sex, national origin, disability, age, genetic information or any other characteristic protected by law. This nondiscrimination policy extends to all terms, conditions and privileges of employment as well as the use of all company facilities, participation in all company-sponsored activities, and all employment actions. United Way of the Mid-South will make reasonable accommodations for qualified individuals with known disabilities unless doing so would result in an undue hardship.

Flexible hours are required as job duties demand. Must have a valid Driver’s License, car insurance, and reliable transportation. Must have a personal cell phone to communicate outside of the office.

*Current work environment is hybrid, remote/work from home.*
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**OTHER DUTIES:**
Please note, this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this position. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

**FUNCTIONAL COMPETENCIES:**
- **Knowledgeable:** Competent utilizing the tools, technology, and materials relevant to Graphic Design. Able to create visual solutions through the use of composition, typography, color, images, and aesthetics. Working knowledge and understanding the principles and standards of good typography.
- **Communications Proficiency:** Able to communicate effectively in both verbal and written form and to recognize and solve visual communication problems. Can communicate a descriptive and critical articulation of their design intentions.
- **Contextual Awareness, Analytical Proficiency:** Able to embody multiple perspectives and develop a worldview informed by multicultural and global perspectives. Critically evaluate their work and the work of other professionals in an informed and insightful manner.
- **Professional Business Practice:** An understanding of the planning processes, organizational skills, and management of working with teams. The ability to collaborate within an interdisciplinary setting, prepare and present work in a professional manner. Initiative to access resources and tutorials to learn new tools and techniques; to solve problems; to exhibit an understanding of research methods.

**UNITED WAY CORE COMPETENCIES:**
- **Mission-Focused:** Catalyze others’ commitment to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivations.
- **Relationship-Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator:** Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results-Driven:** Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- **Brand Steward:** Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.
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<th>APPROVAL</th>
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<tr>
<td>HUMAN RESOURCES</td>
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<td>DIRECTOR</td>
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<td>SUPERVISOR</td>
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<td>EMPLOYEE</td>
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