

# UNITED WAY OF GREATER LAFAYETTE

## MARKETING & COMMUNICATIONS TEAM

**Reports to:** Marketing & Communications Associate  
**FT/PT:** Part-time

**Position Overview:** Team members work directly with the Marketing & Communication Associate to create materials that connect people with the work and impact of United Way of Greater Lafayette and promote personal engagement of supporters with our initiatives and volunteer opportunities. This position is responsible for enhancing our internal and external communications initiatives to improve how we connect with the Greater Lafayette community, the media, and our donors.

### Essential Job Functions

- Work collectively to gather information and program statistics for impact marketing
- Analyze consumer data and develop donor profiles
- Track and research media coverage and industry trends
- Assist with development of an e-mail marketing initiative
- Create written content for print, website, and social media
- Develop fresh story ideas and conduct interviews
- Create and distribute media advisories and press releases for news, notifications, and events
- Maintain UW Media Calendar in Outlook
- Maintain the consistency of the United Way brand across channels while pursuing creative solutions to marketing challenges

### Non-essential Job Functions

- Administrative functions related to position
- Assist with organizational projects as needed

### Requirements

- Minimum of two years' experience in related field or educational equivalent
- Demonstrated ability to manage multiple projects and meet deadlines required
- Proven organizational, written, verbal and creative skills, with attention to detail and follow through
- Demonstrated ability to work on computer with Microsoft Office Products, desktop publishing and layout/design. Preferred experience with Adobe suite's InDesign and Photoshop
- Experience with journalism, advertising, print and electronic media preferred
- Commitment to abide by the United Way of Greater

### Other Skills/Abilities

- Hard worker, ethical, detail oriented, organized team player
- Goal driven with demonstrated ability to work independently and achieve results
- Possess a valid driver's license and insurance
- Background check may be required

Minimum of 8 hours per week are required of interns. We are flexible and can work around your work/ class schedules. Intern may apply for school credit as arranged by their educational institution.

**Note: Criminal background check may be required. This job description is not intended to be all-inclusive. Interns may perform other related duties to meet the ongoing needs of the organization.**



United Way  
of Greater Lafayette