

UNITED WAY OF CENTRAL NEW MEXICO
JOB DESCRIPTION
Marketing Assistant

Job Title: *Marketing Assistant*
Exempt: *No*
Salary Classification: *Level II*

Department: *Marketing*
Reports to: *Chief Marketing Officer*

ORGANIZATION:

Headquartered in Albuquerque, United Way of Central New Mexico (UWCNM) serves the people of five counties: Bernalillo, Sandoval, Santa Fe, Torrance, and Valencia. Its mission is to bring people and resources together to measurably improve lives and strengthen our communities.

UWCNM brings together donors, businesses, nonprofits, government, and others to create better solutions to our community's challenges. Our programs and donor dollars ensure that individuals and families in central New Mexico have the opportunity to achieve potential through education, that they are healthy and safe, are financially stable and live life with dignity.

In addition, UWCNM has a strong commitment to Diversity, Equity and Inclusion and upholds the following values:

- We value the visible and invisible qualities that make you who you are.
- We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community.
- We believe that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems.
- We strive to include diversity, equity, and inclusion practices at the center of our daily work.
- We commit to using these practices for our business and our communities.

PURPOSE:

Under the direction of the Chief Marketing Officer, the Marketing Assistant will support the mission of UWCNM through the coordination and administration of the Marketing and Communications functions and activities. Primary responsibilities include coordinating the activities of the Marketing department, including supporting meetings, social media writing/posting, and tracking of projects and analytics.

ESSENTIAL FUNCTIONS:

- Execute administrative tasks to ensure department coordination of activities and functions
- Utilize email and calendar to support individual and team efforts
- Support team in organizing and tracking projects and campaigns
- Assist with conducting market research
- Employ marketing research to gather data, compile and track web analytics, etc.
- Assist in organizing promotional events and traditional/digital campaigns and contribute to their success
- Assist with preparation of presentations
- Compose and post on-line content on UWCNM's website and social media accounts
- Assist with writing copy for marketing collateral
- Communicate directly with donors and other stakeholders to encourage trusting relationships

CORE COMPETENCIES:

- Proficiency with writing and communications
- Knowledge of social media platforms and functionality
- Ability to create videos
- Awareness of general marketing principles
- Ability to facilitate office/department business
- Demonstrated ability to develop and adhere to deadlines
- Customer oriented approach

MINIMUM REQUIREMENTS [EDUCATION]:

- Bachelor's Degree or Associate's Degree with 2-3 years prior experience

MINIMUM REQUIREMENTS [EXPERIENCE]:

- Ability to effectively communicate and work with diverse social/economic audiences in groups and one-on-one. Proven effective oral communication and writing skills required
- Ability to work independently with minimal direction, showing initiative, creativity, self-discipline, effective time and project management skills, as well as ability to work closely with and support UWCNM staff and volunteer teams, community leaders, donors, and other partners
- Must have strong knowledge and proven experience with Microsoft Office (especially Word and Excel).
- A commitment to the philanthropic sector, the quality of life for residents of central New Mexico and the vision and mission of UWCNM.

STARTING SALARY: \$22/HR - \$23/HR

EQUIPMENT USED:

- Standard PC Office Equipment

PHYSICAL REQUIREMENTS:

Standard office environment, position is primarily an office setting, requiring long periods of sitting at a desk and computer, bending, lifting, regularly moving between offices, traveling to outside meetings, regular use of telephone, copier, fax, and computer. Reliable transportation required. Job involves occasional early morning, evening and weekend meetings and other events.

Interested applicants should forward a cover letter and resume to applicant@uwcnm.org by Wednesday, November 24.

United Way of Central New Mexico is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.