

POSITION DESCRIPTION

Position: Marketing Administrative Assistant
Hiring Organization: United Way of Salt Lake
Salt Lake City, UT
Department: Marketing and Communications
Reports to: Vice President Marketing and Communications
uw.org

ORGANIZATION BACKGROUND AND EVOLUTION

United Way of Salt Lake serves individuals and families in Davis, Salt Lake, Summit, and Tooele counties. This four-county area represents approximately 1.4 million people or about 52 percent of Utah's population.

For over 100 years, United Way of Salt Lake has served and strengthened the greater Salt Lake community. Established in 1904 as the Salt Lake Charity Association, its original mission was to help the poor, discourage panhandling, and coordinate multiple programs. The historic “community chest” with a broad charitable mission has transformed into an agent for social change focused on Collective Impact— bringing partners together in new and innovative ways to identify problems and develop lasting solutions.

United Way of Salt Lake houses United Way 2-1-1, a statewide health and human service information phone line, which connects individuals and families to important resources and volunteer opportunities.

WORK ENVIRONMENT

UWSL's work environment is fast-paced, friendly, committed, nonpartisan, and ever changing. Employees are dedicated, appreciated and recognized for their efforts, and all levels of management are engaged in the work daily. We offer competitive wages and a generous, comprehensive benefit package. The internal focus continues to be on high level results – communicating, aligning and integrating around the organizational goals.

POSITION OVERVIEW

The Marketing Assistant works under the Vice President of Marketing and Communications and offers support to the entire marketing team. This position is responsible for departmental project planning of design projects, events, communications, and other related projects. This position will also provide support in the following areas: event details, web updates, multimedia, writing, and social media. This position will work closely with vendors and assist with bidding projects and maintaining good relationships. The Marketing Assistant will also be responsible for support and assistance with all United Way of Salt Lake special events, and other marketing related duties as assigned.

KEY RESPONSIBILITIES

- Project planning and project management
 - update and manage all project calendars (design, communications, web)
 - schedule project planning meetings with appropriate staff
 - manage deadlines and requests

- Scheduling
 - manage outlook calendars and schedule meetings
 - plan and coordinate all departmental events
- Manage vendor relationships
 - bid projects, place orders, and help plan event details
- Web
 - minor web updates and content changes
 - send blast email communications
 - set up event web pages
- Social media
 - Help manage calendar and content for all social media channels
- Events
 - Help manage event details and RSVP process
- Writing
 - content for blogs, social media, public relations, nominations
- Other duties as assigned

POSITION REQUIREMENTS

Qualified candidates will possess and/or be able to develop the following knowledge, skills, and abilities:

Knowledge and skills

- Project management
- Excellent writing skills
- Active social media participant
- Knowledge of website content management and multimedia

Abilities

- Ability to work in a fast-paced environment
- Creative thinker
- Superior organizational skills
- Detail oriented
- Strong problem solving skills
- Ability to work independently
- Self motivated team player

MIMIMUM QUALIFICATIONS

1. Bachelor's Degree in a relevant field (i.e. Marketing, Public Relations, Communications)
2. Experience project planning and using project planning software a plus
3. Website content management knowledge a plus

SALARY INFORMATION

\$16-\$18 per hour

TO APPLY

Interested applicants should submit a cover letter, resume, and employment application.

Employment applications can be found at <http://www.uw.org/about-us/careers/>.