

VISTA Opportunity

VISTA – Marketing Specialist

Headline:

Come support United Way of the Midlands' Marketing Department. We are looking for someone who is a go-getter, team player and hungry individual interested in being part of an organization who is striving to make this community a place where we all can grow and thrive. This candidate will contribute to the creation and execution of meaningful, engaging and memorable work and events. The VISTA Marketing Specialist must be able to demonstrate team leadership while embodying a can do spirit, humility and servant mentality.

Description: Founded in 1923, United Way of the Midlands (UWM) is a fundraising and community impact organization that helps individuals and families break the cycle of poverty and attain their full potential. We achieve our mission through advocacy, leadership and support for nonprofit organizations that help our vulnerable neighbors meet their basic needs and address the root causes of poverty through investments in education and financial stability. We work with more than 110 local nonprofit partners to serve 140,000 people annually.

UWM is located in the Omaha-Council Bluffs community, a growing metro area of more than 900,000 people that offers the best amenities of city living while maintaining small-town charm. We have a thriving arts, food, sports and music scene and an incredible culture of Midwestern generosity and friendliness. Unfortunately, 104,000 people in our community live in poverty and concentrated poverty has been increasing over time – more than doubling in the last six years from 4.9% to 10.4%.

Member Duties: The VISTA Marketing Specialist will have both outward- and inward-facing projects:

- Assist in content creation, focusing on collecting compelling donor, client, organization and/or volunteer stories to be used in a variety of ways. Must be comfortable reaching out and interviewing a variety of constituents.
- Capture, edit and upload and organize photos and videos.
- Write and edit content for various fundraising collateral and marketing materials such as 211 Helpline, internal and external social posts, website, blog, emails, invitations, printed materials, etc.
- Assist in daily monitoring and monthly reporting for media and social.
- Support ongoing campaigns through planned social media and fundraising efforts and logistical support.
- Help if needed with 211 Helpline, UWM or JAG NE outreach. That could include taking calls, meeting with individuals, handing out materials, etc.
- Perform other duties as assigned.

Required Skills and Abilities:

- Experience in creating simple graphics and short videos for use online.
- Experience with wordpress, joomla or other website content management platforms.
- Photography experience preferred.
- Experience with Adobe Creative Suite and Canva.
- Flexibility to work early mornings, late evenings and occasional weekends due to the nature of our events.
- Excellent relationship management and interpersonal skills: the ability to work effectively with donors, volunteers, vendors, unions and staff; displays professionalism, keen judgement and diplomatic skills; excellent verbal and written communication skills.

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- Enthusiasm, commitment to excellence, self-motivation, highly organized and detail oriented.
- Ability to handle multiple tasks with organization and accuracy.
- Proficient in MS Office including Word, Excel, PowerPoint and Outlook.

Education Level: Some college

Program Start/End Date: 08/02/2021 – 08/01/2022

Program Benefits: Choice of Education Award or End of Service Stipend, Living Allowance, Relocation Allowance, Childcare assistance if eligible, Health Coverage*, Education award upon successful completion of service, training, jeans days, on site gym and cafeteria, free parking, and wellness plan.

Terms: Permits working at another job during off hours, car required, permits attendance at school during off hours.

Service Areas: Community Outreach, Community and Economic Development.

Skills: Non-Profit Management, Recruitment, Communications, Team Work, Public Speaking, Leadership, Business/Entrepreneur, Computers/Technology.

Application: To learn more about the VISTA program and serve with the UWM, please visit <https://www.nationalservice.gov/programs/amicorps/join-amicorps>