

VISTA Opportunity

VISTA – Marketing Specialist

Come Join Our Team!

Do you have a creative mind and a love for writing? Come support United Way of the Midlands' Marketing Department and help build awareness of what UWM does. We are looking for someone who is a go-getter, team player and 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.

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.

To learn more about the VISTA program and serve with the UWM, please visit the link below. Click 'Find an opportunity' and search for United Way of the Midlands.

<https://www.nationalservice.gov/programs/amicorps/join-amicorps>

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%.

Benefits, Perks and Amenities:

- Learn about the ins and outs of non-profit work and the important role of United Way in the community
- Professional development opportunities
- Interact with other AmeriCorps – VISTA members from across the United States
- Potential for employment following time served
- Networking opportunities
- On site cafeteria and gym
- Free parking
- Personal, Medical and Holiday time off
- Choice of Education Award or End of Service Stipend
- Living allowance
- Relocation allowance if eligible
- Childcare assistance if eligible
- Health Coverage*

Member Duties:

This full time, one-year AmeriCorps VISTA will have both outward- and inward-facing projects:

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- Increase awareness of United Way of the Midlands with donors, prospects, agencies and our community at large.
- Assist in the development of meaningful, engaging and memorable work and best practices for upcoming and future events that support UWM's goals and mission.
- Actively research and monitor trends and help pull data metrics to make recommendations for best practices.
- Assist in the creating, collecting and organizing a library of materials to support the UWM mission and goals to be used now and into the future.
 - Assist in content creation, focusing on collecting compelling donor, client, organization and/or volunteer stories to be used now and in future marketing needs.
 - Capture and process marketing assets including photography and video that will be utilized to help fulfill the UWM mission.
 - Assist in the creation of content for external marketing outreach including social media posts, website development, blog content and printed pieces to support current and future outreach and awareness campaigns.
 - Assist in monitoring and monthly reporting for web, media and social channels, providing analysis and recommending best practices for future campaigns.
 - Occasionally help to promote awareness for other UWM controlled brands that ladder into the greater mission and goals, including 211 Helpline or JAG NE outreach by collecting and organizing a library of materials related to those entities.

Required Skills and Abilities:

- Strong written communication skills.
- 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.
- 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: 06/06/2022 – 06/05/2023

Terms: Permits working at another job during off hours, 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.

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