

United Way
of the Midlands



Organization: United Way of the Midlands
Job Title: Marketing Generalist
Department: Marketing and Communications
FLSA Status: Full Time, Exempt
Location: Omaha, NE

UWM's Mission: To UNITE our community's CARING SPIRIT to build a STRONGER tomorrow.

UWM Guiding Principles:

- Build **TRUST** in everything we do
- Extend **GRACE** by thinking beyond yourself
- Show **GRIT** by bringing it every day
- Be **OPEN** to embrace others' differences
- Actively **ENGAGE** by listening and sharing
- Live **CURIOSLY** to learn constantly

As an organization that has been around for nearly 100 years, United Way of the Midlands (UWM) has maintained a long-standing commitment to addressing social injustice by serving the underserved and partnering with other organizations that are striving to create a more equitable community.

Our dynamic marketing team is looking for a detail-oriented, self-starter looking to make an impact and help us share our amazing story. The Marketing Generalist will support the team on events, social media, digital marketing and more. You'll work alongside other dedicated marketers in a fast-paced environment and coordinate with teams throughout the organization who are dedicated to helping the communities we serve.

Duties and Responsibilities:

Events

- Coordinates with other UWM team members and local vendors to implement UWM events efficiently and to achieve the goals of the event
- Maintains a working knowledge of the complex needs of a wide variety of events
- Assists with the planning and execution of at least 15-20 events a year
- Assists with every aspect of an event, from venue choice to success metrics
- Assists keeping event timelines under control at all times

Graphic Design

- Helps create dynamic print and digital marketing materials consistent with the UWM brand including invitations, emails and website content working alongside our Graphic Designer.

Social/Website

- Assists with management of multiple social media platforms to share our story.
- Supports the Digital Marketing Manager with website updates as requested

Project Management

- Monitors the daily progress of projects
- Ensures team members have the supplies and resources they need to complete their assigned tasks on time and within their budget limits
- Plans meetings and organizes project logistics
- Other duties as assigned

Required Skills and Abilities:

- Strong organizational, interpersonal, and communication skills (written and verbal)
- Excellent team and project management skills
- Experience in MS office including word, excel and PowerPoint
- Experience in Adobe Acrobat or other program to update materials
- Knowledge of Social Media including LinkedIn, Instagram, Facebook and more
- Driving is an essential function of this position
- Must demonstrate UWM's Core Values in all internal and external interactions
- Must be a great teammate that cares deeply about the overall success of UWM
- Excellent time management and attention to detail skill

Education and/or Experience:

- Bachelor's degree in Advertising, Marketing, Journalism or related field.
- Minimum of 3 years of marketing experience.

Supervisory Responsibilities:

This job has no supervisory responsibilities.

Physical Requirements:

- Prolonged periods of sitting at a desk and working on a computer
- Ability to communicate clearly in person and over the telephone
- Regularly reach with hands and arms and talk or hear
- Occasionally required to walk; climb or balance and stoop, kneel, crouch, or crawl
- Must occasionally lift and/or move up to 30 pounds
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions
- The noise level in the work environment is usually moderate

Benefits:

- Shared health, dental and vision insurance
- Generous 401(k) Retirement plan
- Paid vacation and sick time
- Employer paid life and disability insurance
- Professional development assistance
- Tuition reimbursement
- Onsite cafeteria and gym

How to Apply:

Please submit your cover letter and resume to resume@UWMidlands.org

United Way of the Midlands is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status or any other characteristic protected by law.