



Organization: United Way of the Midlands
Job Title: Multimedia Marketing Coordinator
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 served the Omaha-Council Bluffs metro by bridging the business and not-for-profit sectors to create a Circle of Support that helps our neighbors overcome difficult challenges and start building a better future. UWM's funded programs and direct services address social and economic disparities and meet families' essential needs such as healthy food, safe and stable housing, physical and mental health services, career preparation and job training. We are also diligently working to learn more about the experiences of different communities and to strive for inclusivity and equity so individuals and families can lead the best lives possible.

United Way of the Midlands (UWM) has been making a difference in our community for 100 years. 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 Multimedia Marketing Coordinator 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:

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.
- Assists in design and content creation for various medias, such as blogs, newsletters, newspapers, publications and social media, etc.

Multimedia

- Production of multimedia collateral, including video, audio, photography, and other image assets, for web content, social media, electronic publications, and print material.

- Hands-on video scripting, recording, and editing, including the setup of video and photo shoots, lighting, sound, and other technical details.
- Photo and video support at events and post-event production and editing of files.

Social/Website

- Assists with management of digital touch points, including websites, multiple social media platforms, reputation management, and mobile to share our story.
- Supports the Digital Marketing Manager with website updates and email build 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:

- Must be able to work occasional nights and weekends as needed.
- Strong organizational, interpersonal, and communication skills (written and verbal)
- Excellent team and project management skills
- Design, video and sound recording, editing and producing tools, photo editing
- Experience in MS office including word, excel and PowerPoint
- Experience with Illustrator, Photoshop, Lightroom, Acrobat, Premiere Pro, InDesign, WordPress
- 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.
- 1 - 3 years of marketing experience or multimedia development and delivery, including video.

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.