

Job Description

United Way of South Central Tennessee

Job Title: Marketing and Event Coordinator
Reports to: Vice President of Marketing and Communications
FLSA Status: Regular Full-Time Exempt
Date Revised: March 2026

POSITION SUMMARY: The Marketing and Event Coordinator supports the mission, goals, values, and philosophy of the United Way of South Central Tennessee by exhibiting the following professional behaviors: commitment to excellence, exceeding expectations, efficiency and effectiveness, and accountability. The Marketing and Event Coordinator supports communications, marketing and event goals and strategies that support the mission and vision of the United Way.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Develop and maintain a positive image of United Way using successful brand management techniques
- Collaborate with other departments to produce materials, such as informational pieces, direct mail messaging, etc.
- Assists with digital and print communication efforts, including design, writing, and printing
- Develops components for social media and website, specifically written content, graphics, photos and videos
- Writes casually and professionally on behalf of United Way, including press releases, website blogs, client testimonials, and social media captions
- Plays a role in the development and execution of short and long-range goals and strategies for United Way
- Plan, enhance, and execute UWSCTN volunteer events such as three (3) Days of Action (Baby Basics, Volunteer Day, and Stuff the Bus) and United Way events, as needed, throughout the year to support United Way's engagement and stewardship goals, including but not limited to:
 - Community Celebration, Storybook Breakfast, Power of the Purse, United in Spirits
 - Volunteer opportunities designed for specific United Way donors and corporate partners
- Maintain the volunteer online platform, Volunteer Connect, including platform management, volunteer and agency communication, actively recruiting needs and volunteers, and keeping records up to date.
- Support office and administrative duties as needed
- Primary duties and responsibilities are not all-inclusive, and employee will be asked to fulfill other duties as required.

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND EXPERIENCE:

Preferred: Associate or Bachelor degree in business, communications, public relations, marketing or related field or equivalent experience.

Three to five years of experience in administrative support, CRM management, event planning, volunteer coordination, or fundraising.

OTHER SKILLS:

- strong interpersonal skills and problem-solving skills
- ability to communicate effectively with a diverse range of individuals
- highly developed organizational and planning skills
- highly developed oral and written communication skills
- ability to manage multiple projects and tasks simultaneously
- proficiency in Microsoft Office, Adobe software and/or Canva
- skilled experience with photography and/or videography
- aptitude with various social media platforms like Facebook, Instagram, and LinkedIn

Mission Statement

The United Way of South Central Tennessee improves lives by advancing opportunities for education, health and financial stability for all.

WORK ENVIRONMENT: The position is primarily in-office and involves everyday risks or discomforts that require normal safety precautions. Occasional off-site meetings and events are also a component of this position. This position has physical requirements such as, but not limited to the ability to lift 25+lbs, load and unload event materials, and event set up. This position does require some evenings and weekends.

*The above statements are intended to describe the general nature and level of work being performed by individuals in this position. They are not intended to be an exhaustive list of all duties, responsibilities and skills of personnel so classified.