



**ORANGE COUNTY UNITED WAY
JOB DESCRIPTION**

Job Title: Senior Marketing Specialist	Reporting To: Senior Director, Marketing
Department: Marketing	Position: Full-time/seasonal/temporary

We are seeking an experienced Marketing Specialist to join our team. The successful candidate will manage, organize and implement marketing projects for print and digital. The Marketing Specialist is responsible for understanding the needs and documenting the requirements of each project, prioritizing delivery dates and successfully completing each project on time.

Purpose of Position

Assists and reports to the Senior Director of Marketing to help build a strong brand image within the community. Ensures effective management of marketing, advertising and promotional activities of the organization. Cultivate relationships with both print and electronic media as well as vendors. Work independently and with consultants to prepare communication tools. Works with Senior Manager, Digital Marketing to support digital marketing projects.

Key Duties and Responsibilities

- Manage the production of marketing projects by working closely with designers, production artists and vendors
- Responsible for managing and driving projects to on-time completion, and communicating changes to project timelines/scope/budget as appropriate
- Implement media planning and place advertising buys
- Manage production schedules and update project traffic
- Create media & advertising reports
- Ensure brand consistency. Be the gatekeeper of our visual identity.
- Schedule and manage photography and video projects
- Liaison with media team and advertising reps to ensure placements
- Work with event leads to fulfill promotional activities, displays, signage and media assets to ensure branding, messaging and engagement, support our virtual events with platform development, video shoot, script,...
- Website updates on WordPress and other platforms as needed
- Mailchimp email marketing support
- Design PowerPoint slides as assigned



Job Requirements /Technical Knowledge

- Attention to detail with an eye for “excellence” (seriously, if attention to detail does not come naturally to you, this position is not the best fit)
- Highly organized
- Ability to work within tight deadlines, adjust to new priorities and balance short-term needs with long-term strategic initiatives
- Excellent written and oral communication, multi-tasking, and problem solving skills
- 5+ years of project management experience with a proven track record of success completing marketing print and digital projects.
- Experience working with cross-functional teams including marketing, designer, media, print vendors.
- Experience with Office Suite (Word, Excel, PowerPoint)
- Experience with Mailchimp
- Experience with WordPress needed

Employment Standards

- React well under pressure
- Treat others with respect
- Responsible for own actions
- Follow through on commitments
- Ability to work independently, proactively - And remotely or on site as needed

Physical Demands

Physical demands are representative of the requirements necessary for an employee to successfully perform the essential functions of this position. The employee is required to actively listen and communicate clearly. The employee is required to stand and publically speak. The employee is required to walk, reach with arms and hands, climb, balance, twist, lean, move from one location to another, and to stoop, kneel, crouch or crawl. Vision abilities required by this job include close and far. Ability to operate a computer keyboard and mouse, and lift files and reports is required. Employee must be able to lift and carry 25 pounds.

Send Resumes To:

recruiting@unitedwayoc.org
Orange County United Way
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www.unitedwayoc.org