



**ORANGE COUNTY UNITED WAY  
JOB DESCRIPTION**

<b>Job Title: Marketing Specialist</b>	<b>Reporting to: Senior Marketing Manager</b>
<b>Department: Marketing</b>	<b>Position: Full-time/Non-EXEMPT</b>

**Purpose of Position**

We are seeking an experienced Marketing Specialist to join our team to help build brand awareness and strong, consistent brand image of Orange County United Way within the community. The incumbent will be focused on corporate communications and fundraising efforts. 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 projects on time. This position has the opportunity to work with multiple departments, help plan United Way's signature events, and develop corporate materials like our Annual Report.

**Key Duties and Responsibilities**

- Understand and manage marketing projects from start to finish by working closely with designers and other vendors
- Understand the principles of branding and design to create and update marketing collateral as needed
- Responsible for driving projects to on-time completion and communicating changes to project timelines, scope, and budget when applicable
- Manage the marketing project traffic tool and updating projects on a weekly basis
- Create and send e-blasts through our email marketing platform
- Create and manage various forms like event registration and donation forms
- Own monthly process to update CRM and email marketing lists
- Create tracking links and QR codes to allow us to see performance of marketing or advertising materials
- Prepare various marketing reports to brief stakeholders on key performance indicators (KPIs)
- Ensure brand consistency for United Way, key initiatives and 2-1-1 Orange County key service; be the guardian of our visual identities
- Schedule and coordinate photoshoots and video projects
- Coordinate with advertising reps to ensure paid traditional ad placements; manage the creation of print ads and nonprofit spotlight profiles
- Work with event leads to bring to life promotional activities, displays, signage and other assets to ensure consistency in branding and messaging and encourage engagement with our brand
- Other duties as assigned



### **Core Competencies**

- 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 and self-motivated
- Ability to work within tight deadlines, adjust to new priorities, and balance short-term needs with long-term strategic initiatives
- High emotional intelligence and excellent interpersonal skills
- Excellent written and oral communication skills
- Can-do spirit with an aptitude for creative-thinking and problem-solving
- Working knowledge of various social media platforms, including Facebook, X, LinkedIn, and YouTube
- Experience working efficiently with internal cross-functional teams as well as external vendors like graphic designers, printers, and promo item reps
- Experience with Microsoft Office Suite (Outlook, Teams, Word, Excel, PowerPoint, SharePoint, etc.) as well as Google collaboration tools (Docs, Sheets, Forms, etc.)
- Experience with email marketing platforms like MailChimp, WordPress websites, form builders platforms like Formstack, and Canva
- Experience with basic HTML, Adobe Creative suite, CRM platforms, or video editing software is a plus

### **Job Requirements**

- 5+ years of project management experience with a proven track record of success completing marketing print and digital projects
- Bachelor's degree preferred
- Agency experience is a plus
- Semi-flexible hybrid working schedule; 3 days in-office, 2 days remote

### **Employment Standards**

- Reacts well under pressure
- Treats others with respect
- Responsible for own actions
- Follows through on commitments
- Ability to work independently and proactively

### **Compensation**

- Commensurate with experience, education, and market \$26 – \$36 per hour.
- Competitive benefits

**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.

[View our commitment to Diversity, Equity and Inclusion Statement](#)

**Send Resumes To:**

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