

TITLE: Graphic Design & Communications Coordinator
DEPARTMENT: Resource Development
REPORTS TO: Vice President of Resource Development
STARTING SALARY: \$45,000-\$50,000
EMPLOYMENT STATUS: Full-Time
FLSA STATUS: Exempt

WHO WE ARE AND WHAT WE DO

United Way of Southeast Minnesota mobilizes our community to action so all can thrive. For 100 years, United Way of Southeast Minnesota has seen how our communities' greatest challenges are connected — and how we can bring people and resources together to address them. We meet basic needs today while working with community members to help create a better future for tomorrow.

You can learn more about our organization, our impact, and our values at www.uwsemn.org.

HOW YOU WOULD FIT IN AND STAND OUT

- This role is managed by the VP of Resource Development. United Way's Resource Development team has five employees, but this position collaborates across all departments.
- Our organization has a strengths-based culture and finds value in diverse skills and strengths.
- This position plays a key role in communicating United Way's mission and values, maintaining our brand, and creating engaging fundraising materials.
- We are looking for a self-motivated and detail-oriented professional to plan and produce communications materials for digital, print, and other channels. Key technical skills for this role are graphic design and copy writing.

PRIMARY RESPONSIBILITIES AND EXPECTATIONS

The Graphic Design & Communications Coordinator is responsible for planning and producing communications materials for digital, print, and other channels consistent with United Way's brand engagement strategies. This includes management of United Way's social media accounts to raise brand awareness and drive donor engagement. They will work collaboratively across departments to craft compelling written and visual content that tells United Way's story and engages supporters.

Manage digital communications

- Manage and monitor social media accounts, including Facebook, LinkedIn, and Instagram

- Coordinate email fundraising campaigns in alignment with donor engagement strategies
- Write, design, and manage subscription-based newsletters
- Maintain United Way website content, including writing blog posts
- Support the ongoing development of digital marketing strategies through results tracking and analysis

Write and design print communications materials

- Design print communications materials that tell United Way's story, including direct mail appeals, campaign materials, posters, postcards, and other varied print materials
- Prepare materials for print production and serve as a liaison with various vendors for print needs
- Write effective copy for direct mail appeals, fundraising materials, etc.
- Ensure consistency across all visual and textual elements of the brand

Communications support across all departments

- Provide support for design, digital marketing, and copy writing across all departments
- Assist with other marketing duties in alignment with your skillset, such as media relations support, press releases, video production, photography, etc.
- Participate actively as a member of the organization. We believe diverse skillsets and points of view make our work stronger. Part of our organizational culture is that people pitch in when needed and support our colleagues.

THIS JOB IS FOR YOU IF YOU...

- Feel passionate about being part of a mission-driven organization working to create a thriving community
- Are self-motivated with the ability to manage multiple projects across teams
- Possess exceptional written and verbal communication skills in English (fluency in Spanish, Somali, or other languages commonly spoken in our region is a plus)
- Are comfortable using software and applications such as InDesign, Canva, Teams, MailChimp, Hootsuite, and Office365
- Possess the following core competencies:

Social media management— You know how to drive engagement across different platforms. You analyze post performance and adapt strategies accordingly. You can write post copy and respond to comments in the voice of the brand.

Copy writing— You write clear and compelling copy tailored to the specific audience and purpose. You always write in the voice of the brand to ensure our message is heard.

Graphic design – You can create graphics and designs from initial concepts through final product(s). You can create a variety of products—from social media posts to print materials—that communicate our values and align with our brand standards.

Brand Alignment – You understand the importance of following brand guidelines and standards and implementing that across an organization. You stay consistent to the organization's personality and appearance through both written materials and design.

Planning and execution—You can plan projects, set achievable timelines, commit to decisions, and see things through.

Detail oriented—You stay on top of things by keeping organized file systems, coordinating effectively with co-workers, following detailed instructions, and maintaining brand standards.

OUR WORKPLACE

- Our typical work week is 37.5 hours.
- We are looking to hire a resident of our service area (Olmsted, Dodge, Winona, or Fillmore Counties) who lives within daily commuting distance, as we are rooted in our local community. In-person meetings and activities are required.
- Typical office hours are Monday-Friday from 8:30 a.m. - 4 p.m.
- We offer flexible work schedules to meet individual and family needs, and we need you to be available during peak times. We are willing to work together to make sure both employee and organizational needs are met.
- Hybrid/remote work options are available on an individual basis.
- Occasional availability outside of typical office hours is expected for special events.

United Way of Southeast Minnesota is an equal opportunity employer. Individuals who share lived experiences with the people and communities we serve are strongly encouraged to apply. We intentionally do our best to eliminate bias and remove barriers that may limit other applicant pools. United Way encourages applications from individuals of all races, genders, ages, and abilities.

COMPENSATION AND BENEFITS

- Starting salary of \$45,000-50,000 per year, depending on qualifications.
- Employees are paid electronically twice a month.
- Benefits include health, dental, and life insurance; 403b retirement plan with 9% employer match available after one year of employment; 12 weeks paid parental leave.
- 20 days paid time off plus 15 paid holidays

TO APPLY

Please email Stephanie Rudeen at stephanier@uwsemn.org with your resume, cover letter, and a link or attachment to your portfolio.

Applications will be considered on a rolling basis and position is open until filled.