

United Way of the Greater Lehigh Valley Job Posting

Posting Date: 5/31/2022

Position: Marketing & Design Specialist

Department: Marketing and Communications

Supervisor: Zandra Whalen, Sr. Director, Marketing & Design

Status: Hourly, Non-Exempt, Part-time (20 hrs. per week)

Pay Range: \$23 to \$25 / hour

Position Description

This part-time Marketing & Design Specialist role provides primarily graphic design support as well as general marketing support for subset projects or brands within the overall United Way marketing effort. Examples include TeenWorks, WomenUnited, and ResilientLV.

- Graphic design: create collateral for print, digital, advertising, power point, social media, website, newsletters and fact sheets (80% of time)
- Ad hoc copywriting & copyediting: assist with occasional assigned projects (10% of time)
- Coordinate with vendors and printers: manage project budgets (10% of time)

Work Experience and/or Education

3-plus years of professional or volunteer work experience in a range of ANY of the following: graphic design, copywriting, copyediting, marketing, communications, web design, advertising; relevant education considered in lieu of work experience.

Skills

- Outstanding portfolio of graphic design/collateral examples,
- Proficient in Adobe Suite,
- Demonstrated ability to fully own and project manage specific projects, initiatives, or impact areas within a budget,
- Skill set in writing and editing compelling and correct English language communication,
- Proficient in the latest Microsoft Office Environment (Word, Excel, PowerPoint, Outlook, Teams),
- Understanding of and commitment to the mission, vision, and goals of United Way.

Reasonable accommodations may be made to enable individuals to perform the essential functions. United Way of the Greater Lehigh Valley is an equal opportunity employer.

Benefits Package

In addition to the base pay and annual merit increases this position is eligible for our org-wide performance based annual bonus package which is typically 1%-3% of base pay. At 20 hours per week this position is not eligible for any benefits except those required by law and our 401k retirement plan with employer contributions.

Remote Work

This position is eligible for UWGLV's standard remote work policy which allows up to 30% of the work schedule to be done remotely. The other 70% of the work schedule must be done in person in our office in Allentown, PA.

HOW TO APPLY

Interested candidates may apply via: <https://easyapply.co/job/marketing-design-specialist-1?rcid=uwglv> or contact Mary Terp, Sr. Director, Human Resources, maryt@unitedwayglv.org, 610-807-5712

