



**United Way
of Greater Rochester
and the Finger Lakes**

UNITED WAY OF GREATER ROCHESTER AND THE FINGER LAKES JOB DESCRIPTION:

COMMUNICATIONS ASSOCIATE

SUMMARY

The Communications Associate is responsible for supporting United Way's marketing objectives with target audiences; working with the United Way team to implement social media and media relations strategy and broaden the scope of United Way's work in our community. This position is also responsible for content marketing creation. Duties will entail specific assignments to develop and carry out communications activities of United Way.

ESSENTIAL FUNCTIONS

- Creates and implements social media strategy; manages, monitors, updates and interacts on United Way's social media accounts (Facebook, Twitter, Instagram, LinkedIn)
- Creates and implements media relations strategies, public relations and crisis communications
- Completes local daily news monitoring and all staff email updates
- Copywrites for projects including but not limited to: email marketing, campaign materials, website content, donor outreach, scriptwriting and speech writing
- Supports annual Day of Caring and ROC the Day events
- Supports web editing and development
- Consistently demonstrates the values and mission of United Way
- Performs other duties as assigned

SKILLS AND COMPETENCIES

- Attention to detail
- Excellent writer
- Strong communication skills
- Collaborative/team player
- Customer focused
- Technical capacity

FLSA CLASSIFICATION: Exempt

REPORTS TO: Director of Marketing and Communications

SUPERVISORY RESPONSIBILITY

None

TRAVEL

Local travel may be required on an occasional basis

EDUCATION AND EXPERIENCE

A Bachelor's degree in marketing and communications or in a related field with at least 2 years of experience; or 4 years of experience; or equivalent combination of education and/or experience.

HOW TO APPLY

Candidates may apply online at: [CLICK HERE TO APPLY](#)

OUR MISSION

Our mission is to unite the goodwill and resources of our community so that everyone can thrive. That means that our team is committed to working with local donors, businesses, not-for-profit program partners, municipalities, and individuals to make this region more robust and vibrant together.

OUR VALUES

Our core values define who we are and how we serve our community together. United Way and our team members are **caring, trustworthy, collaborative, innovative, respectful, equity-driven** and **results-oriented**. United Way strives to ensure employees and external partners feel valued, connected, and empowered.

This job description lists only the responsibilities and qualifications deemed essential to the position in support of the ADA. Reasonable accommodations may be provided to enable individuals with disabilities to perform the essential functions. United Way of Greater Rochester and the Finger Lakes is an Equal Opportunity Employer. This policy prohibits discrimination based on sex, race, color, religion, creed, national origin, age, marital status, sexual orientation, gender expression, disability, genetic predisposition, veteran status, or status as a member of any other protected group or activity.