



Position Title: Content Development Specialist

Reports To: Director of Programs

Date: 7/10/18

Mission

United Way of Collier County works to advance the common good by investing in the building blocks of a good quality of life: education, income, health and safety-net services.

Overview

The Content Development Specialist contributes to the efforts of United Way of Collier County (UWCC) by identifying and developing stories that speak of the greater impact UWCC has on the community in the areas of Education, Economic Stability and Health. The combination of data driven outcomes and the human element of each success story shared helps to add clarity to the voice of UWCC's advocates as they go out into the community. This position is responsible for developing compelling written and video stories generated through UWCC's work and supplying them to external and internal outlets, to create an atmosphere that initiates deeper client relationships based on the understanding of the importance to volunteer, advocated and give. This position will also assist with our community impact efforts; assisting staff leads with all UWCC programs.

Essential Functions

Identifies, develops and implements strategies in communication that generates deeper understanding of the impact UWCC has on the community, to increase support and engagement in the brand and campaign contributions

Develops compelling written and video stories that showcase UWCC's value and impact in the community in the areas of Education, Financial Stability, and Health, with the intention of building deeper donor relationships and generating new relationships

Shares the UWCC story through client or volunteer interviews to encourage volunteerism, advocacy and investment in UWCC. This includes: developing interview questions, conducting client or volunteer interviews in person, filming client or volunteer interviews and editing videos into short 1-3-minute clips utilizing video editing software

Provides communications support, guidance, and recommendations for senior leadership, workplace engagement, initiatives, and events, which in turn contributes to build stronger relationships with stakeholders, donors, investors, and volunteers

Composes press releases, talking points, and media advisories that engage the community in the mission and vision of UWCC, in order to bridge partnerships

Delivers concise and accurate data to the community, to promote trust and support in the UWCC reputation and brand

Coordinates with internal and external media outlets by being the liaison between various community groups and individuals, as well as, advises staff on public relations implications for the purpose of building opportunities and ensuring policies and programs continue to have a positive impact in the community

Responds to inquiries from various internal and external parties, to provide them with accurate and truthful information and/or direction

Reviews, tracks, gathers and analyzes materials showcasing UWCC in the media and creates monthly and quarterly reports to determine and evaluate the influence the stories are having on the impact of the organization

Monitors local media sources (i.e. Naples Daily News, Gulfshore Business, News Press, etc.) for critical stories that may impact UWCC

Represents UWCC on community committees, collaborations, and initiatives;

Assist staff lead for Collier 211; manages the Collier 211 website and the Refernet database; provide public presentations on the 211 program and raise general community awareness of its services; compiles regular reports on program outputs;

Works with the Director of Programs and staff team as needed on the annual update and provide input to any strategic plans or initiatives;

Assists marketing in messaging all aspects of impact work - processes and results - to the community;

Supports United Way special events and conducts presentations when requested;

Other duties as assigned

CORE COMPETENCIES REQUIRED FOR THIS POSITION

Leadership Abilities

Analytical Problem Solver

Effective Communicator

Interpersonal Skills

Time Management/Multitasking Abilities

Relationship Management

Prioritize work plans for self and others

Capable of holding self-accountable for results

Highly proficient in all Microsoft office products

Proficiency in database systems or other client tracking/ content management software

Soft Skills

Committed to excellence and the mission of United Way

Exhibits a strengths-based approach to working with clients

Seeks creative and innovative solutions

Presents a high degree of maturity and self-confidence

Exhibits high personal standards of integrity, honesty and character

Demonstrates high level of energy

Anticipates and plans ahead while seizing immediate opportunities that surface

Professional dress and approach
Maintains an effective sense of humor
Must speak English fluently and a high proficiency in Spanish is desired

Job Requirements

Bachelor's Degree required with preference in Communications, Professional Writing, English, Journalism, Public Administration, Social Work, Community Organization, or equivalent work experience.

At least five years of experience in the nonprofit sector preferably in a local United Way or collaborative setting strongly preferred

Experience working in Community Force, Refernet, Salesforce, or similar client tracking/ CMS software

Background in human services, program research, outcomes development & measurement, grants management, or experience working in collaborative or community impact setting preferred

Resource Development and Public Policy experience are valued

Position Type

Full-time, salaried, exempt under FLSA

Regular office hours are 8:30 am – 5:30 pm Monday – Friday

Occasional early mornings, evenings and weekends required

Travel within Collier and Lee Counties expected as well as out of state, overnight travel for annual conferences

OTHER CONSIDERATIONS:

Schedule:

Must be available and able to work outside traditional office hours, including early mornings, evenings and weekends.

Transportation Requirements:

Must have reliable transportation, a valid Florida driver's license, and a good driving record.

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions of this position.

While performing the duties of this job, the employee will be required to operate a variety of equipment such as a computer, telephone, headset, copy machine and fax machine. Sedentary work requires sitting for long periods of time but may require the ability to walk, stand, stoop and squat for various periods. Visual acuity and manual dexterity required for typing and computer use. Must be able to lift/move objects up to 25 lbs.

Equal Employment Opportunity Statement:

The United Way of Collier County values diversity in the workplace and among our agencies and customers. We provide equal opportunity for employment and promotion to all qualified employees and applicants on the basis of experience, training, education, and ability to do the available work without regard to race, religion, color, age, sex/gender, sexual orientation, national origin, gender identity or expression, disability, marital status, veteran status, genetic information, ancestry or any other status protected by law. Furthermore, The United Way of Collier County is committed to providing an equal opportunity workplace that is free of discrimination and harassment based on national origin,

race, color, religion, gender, ancestry, age, sexual orientation, gender identity or expression, disability, marital status, veteran status, genetic information or any other status protected by law.

Disclaimer:

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

Send Resume and Cover Letter to:

Spencer.Smith@uwcollier.org