



UNITED WAY

Greater Kingsport

Communications Coordinator

The United Way of Greater Kingsport seeks versatile Communications Coordinator to showcase UWGK with external communications including newsletters, social media and website responsibilities as well as to provide administrative support for UWGK Board of Directors, Executive Director and office staff. If YOU are ready to make a difference in your community, **send resume and cover letter to resumes@uwaykpt.org by May 23rd** or by mail to 301 Louis Street, Suite 201, Kingsport, TN 37660.

POSITION SUMMARY

This position offers an opportunity to be involved in engaging the Greater Kingsport, TN community to mobilize our community to action so all can thrive. Serves as the key staff support position for United Way of Greater Kingsport's (UWGK) communications and admin efforts.

The UWGK is seeking for a creative and passionate Communications Coordinator to join our team at the United Way of Greater Kingsport (UWGK) who will convey a positive image of the United Way of Greater Kingsport to volunteers, donors, recipients of service and the general public as well as ensure a well-managed and efficient office. This person will have the opportunity to collaborate with a great team as they provide communications support for the UWGK Board of Directors, Executive Director, and office staff. In addition to processing deposits, this position will also showcase the UWGK value proposition by supporting key communications to include the UWGK and volunteer websites.

TO APPLY: Submit resume and cover letter (required) to resumes@uwaykpt.org by May 23, 2025, or by mail to United Way of Greater Kingsport, 301 Louis Street, Suite 201, Kingsport, TN 37660.

ABOUT UNITED WAY OF GREATER KINGSPORT

The United Way of Greater Kingsport mobilizes our community to action so all can thrive. Our Mission is to improve lives. Our vision is a community where everyone has an opportunity to thrive. For more information, visit www.uwaykpt.org.

KEY EDUCATION AND EXPERIENCE REQUIREMENTS

- Minimum of a high school diploma with college or secondary education degree in a related field preferred.
- Preferred 3-5 years' experience communications experience preferred.
- Demonstrated positive professionalism in working with staff and volunteers preferred.
- Proficient in use of Microsoft Office products including Outlook, Word, Excel and PowerPoint; Experience in website maintenance.
- Strong verbal and written communication skills
- High level of time management skills and initiative
- Valid driver's license & proof of insurance

DETAILED JOB DESCRIPTION

UNITED WAY OF GREATER KINGSPORT

TITLE: Communications Coordinator

STATUS: Non-Exempt, Full-Time

REPORTS TO: Executive Director

Essential Functions/Job Duties:

The statements below reflect the items considered necessary to describe the essential functions of the job identified and shall not be construed as a detailed description of all work requirements that may be inherent in the job.

1. COMMUNICATIONS COORDINATOR (75%, % estimated time spent in this area)

- A. Serves as the key staff leader in developing and implementing **annual fundraising campaign collateral** across a vast array of media including print, social, video, e-mail, billboards and mailings. Develops an effective theme and key talking points while assuring connecting with UWW communications strategies and in compliance with UWW branding guidelines.
- B. Serves as the key communications support for the **Board of Directors** to include:
 - a. Assures key communications documents are prepared and distributed for all board meetings.
 - b. Schedules and coordinates Board of Directors and related meetings.
 - c. Promptly prepares minutes from Board meetings and annual meeting.
 - d. Provides primary support for annual meeting, annual board retreat, strategy sessions board training and lunch training sessions.
- C. Provides communications leadership and coordination in the following areas:
 - a. Serves as **the lead staff of the UWGK Communications Committee**. Continuously looks for storytelling opportunities through our Impact work both with initiatives and agencies and publishes these on a regular basis.
 - b. Development of content for all marketing and communications platforms, monthly e-newsletter, and social media channels. Assurance that all platforms are relevant and valuable through frequent site maintenance and upgrades.
 - c. Maintains the UWGK website as needed to maintain a high-quality front-door to the organization.
 - d. Develops or oversees all marketing and branding collateral for the UWGK including graphic design (through use of Adobe Creative Suite) and assuring the compliance with UWW branding guidelines.
 - e. Coordination of UWGK's overall training efforts aimed at ensuring integration of key messages across all audiences.

- D. Event Planning.** Serves as the UWGK Event Planner for all UWGK general events and staff events assuring that positive staff events are planned on a regular basis. Works closely with Development staff for strong support of all UWGK Campaign events.
- E. Information Referral.** Serves as lead greeter for the organization including visitors and phone calls with a professional and positive demeanor to all. Provides **information** about United Way and its agencies to the general public especially for community callers or office visitors in need. Works to ensure that they are properly referred to an agency partner that can provide needed services or works to create a solution as needed. Maintains superior knowledge of the Kingsport community non-profits through experience, reading, and networking to be able to assist those in need.

2. OFFICE/ADMIN ASSISTANT (20% estimated time spent in this area)

- A.** Provides administrative support for the **day-to-day operations** of the organization under the direction of the Executive Director to include:
- a. Handles in a prompt and accurate manner all general office clerical assistance tasks such as mail distribution, procurement of general office supplies, purchase orders, communication regarding office events, filing, general correspondence such as holiday greetings, thank you notes and sympathy cards, notebook preparation, meeting preparations; maintains conference rooms and calendars.
 - b. Oversees efforts to maintain a clean and orderly facility including work orders, communication with cleaning personnel, burn barrels and other office needs as appropriate. Keeps conference rooms in neat and working order.
 - c. Oversees appropriate retention of paper and electronic files using guidelines set forth in the Document Retention and Destruction policy.
 - d. Updates and maintains accurate Outlook contacts and distribution lists. (Shared responsibility with all.) Is responsible for computer shared drive folders are designed in a systematic order for the whole organization to find files efficiently and effectively.
 - e. Coordinates scheduling meeting rooms with the City and maintains good relationship with building staff. Responsible for the City for primary scheduling of the Eastman Conference Room. Coordinates scheduling for all UWGK staff for the use of the Douglass Room.
- B.** Provides primary administrative support to the **Executive Director**.
- f. Supports in day-to-day responsibilities to make sure directors' time is used efficiently.
 - g. Supports Executive Director in efficient and effective work of the Board, Executive Committee, Advisory Council, Leadership Development Committee, Human Resources Committee, Strategy Advisors, Impact Cabinet, Community Partners, UWTN and other groups/committees for which the ED is responsible.
 - h. Provides Leadership Development committee support including maintaining of the UWGK Volunteer History Database and planning of the Annual Board Retreat.
 - i. Performs other duties and responsibilities as directed by the Executive Director.

C. Provides community impact support under the direction of the **Community Impact Senior Director** in the following areas:

- j. Designs and executes various Volunteer United Communication strategies. Manages the advertising of volunteerism through all communication channels as well as regarding community volunteer opportunities/needs.
- k. Admin support as needed.

D. **FINANCE ASSISTANT** (5% estimated time spent in this area)

Provides administrative assistance to Finance and Administrative Director in:

- a. Finance Activities. Preparation of deposit slips and making bank deposits as needed either electronically or manually; Assistance with Petty Cash Fund including reimbursement, and quarterly reconciliation; Maintenance of proper record and mailing of pass-through checks.
- b. Resource Development Activities. Initial receipt of campaign packets per approved procedures; Reconciliation of campaign envelope totals
- c. Administration Activities. Maintains office equipment and schedules repairs; Maintains facilities, oversees maintenance, and schedules cleanings as needed.

Skills, Knowledge and Abilities:

The following reflect the core competencies required for any UWGK position.

- A. Champions Improvements. Looks for ways to continuously improve our United Way organization. Supports innovation and the organizational changes needed to improve the organization's effectiveness. Sets challenging goals and focuses one's work on meeting or exceeding them.
- B. Communicates Effectively. Ensures that information is passed on to others who should be kept informed. Expresses oneself clearly in conversations and interactions with others orally and in writing. Uses e-mail appropriately for communicating with others. Listens well. Delivers clear instructions, explanations and expectations to others as needed. Uses communication tools in a way that uses others times efficiently. Ensures that meeting minutes are kept and promptly distributed.
- C. Fosters Teamwork. Promotes a team spirit of caring and collaboration within the UWGK office as well as with volunteers and community partners. Shows a willingness to cheerfully help others. Is a dependable member of any team in following through with actions requested by others in meetings or by e-mail.
- D. Promotes Volunteer Participation. Knows how to recruit, select, and cultivate volunteers who are opinion leaders, representing all constituencies on the community. Is skilled at mobilizing them in participation structures which allow them to effectively contribute of their talents and strengths. Can skillfully handle the apparent paradox of both leading and being led by volunteers. Ensures that volunteers receive appropriate and timely communication and are shown appreciation. Continuously seeks to build and strengthen relationships with all stakeholders.
- E. Is Attentive to Details. Ensures that one's own and other's work and information are complete and accurate. Ensures e-mails are promptly looked at and that all action items requested are completed in a timely manner. Ensures that meeting notices are on the company calendar and the United Way Contacts listings are maintained accurately and other listings of people, agencies or companies are accurate and up to date.
- F. Demonstrates Commitment to United Way Mission, Vision, Strategic Plan, Core Values, Code of Ethics and Employee Handbook. Possesses a passion for serving people.

Committed to working with volunteers to carry out the UWGK's mission and vision in a way that also sets an example for others applying our core values of caring, collaboration, excellence, integrity and service. Supports the UWGK's mission above individual interests. Adheres to the UWGK Code of Ethics as well as Employee Handbook, annually reviewing and signing the documents.

- G. Fosters Learning Environment. Continuously seeks to upgrade knowledge of United Way, computer programs, financial expertise, agency and community partner knowledge. Seeks out training opportunities. Stays abreast of current issues via local newspaper, news and talking with others.

UWGK General

- Performs other duties and responsibilities as directed by the Executive Director

Requirements of the Position:

Key Competencies:

- Champions Improvements
- Communicates Effectively
- Fosters Teamwork
- Promotes Volunteer Participation
- Is Attentive to Details
- Demonstrates Commitment to United Way Mission, Vision, Strategic Plan, Core Values, Code of Ethics and Employee Handbook
- Fosters Learning Environment

KEY EDUCATION AND EXPERIENCE REQUIREMENTS

- Minimum of a high school diploma with college or secondary education degree in a related field preferred.
- Preferred 3-5 years' communications experience preferred.
- Demonstrated positive professionalism in working with staff and volunteers preferred.
- Proficient in use of Microsoft Office products including Outlook, Word, Excel and PowerPoint. Experience in website maintenance.
- Strong verbal and written communication skills
- High level of time management skills and initiative
- Valid driver's license & proof of insurance

Physical Demands:

This job is performed in a generally clean and healthy environment. The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing and/or pulling up to 25 pounds; some climbing and balancing; some stooping, kneeling, crouching, and/or crawling and significant fine finger and motor dexterity. Employee must have the ability to transport necessary equipment and supplies and set-up for meetings, etc. The employee must have a current driver's license and have the ability to travel to various sites, appointments and seminars.

United Way of Greater Kingsport is an Equal Opportunity Employer.

Updated 4-24-25