

VISTA Assignment Description (VAD)

Title: Marketing Coordinator

Sponsoring Organization: United Way of Escambia County
Project Name: United Way of Escambia County Marketing VISTA
Project Number:
Project Period:

Site Name (if applicable): United Way of Escambia County

Focus Area(s)

Primary: Capacity Building

Secondary: Financial Stability, Health and Education

VISTA Assignment Objectives and Member Activities

Goal of the Project: Create sustainable marketing plans for program areas that respond to the goals aligned with the core values of United Way of Escambia County.

Objective of the Assignment (Period of Performance: TBA 2018 – TBA 2019)

The Marketing Coordinator VISTA will work closely with the Marketing Department (Brand Specialist and Communication Specialist) to establish strategic marketing plans for program related to financial stability, health and education efforts of United Way such as 211, Tax Assistance (VITA and MyFreeTaxes.com), Cram the Van, Day of Caring, ReadingPals and RSVP. The primary responsibility of the Marketing Coordinator VISTA will be to manage the process of the marketing plans, collaborate with department heads on marketing collateral and promotional materials, and implementation of final products.

Goal 1: Establish a strategic marketing plan for programs: 2-1-1, Tax Assistance (VITA and MyFreeTaxes.com), Cram the Van, Day of Caring, ReadingPals and RSVP.

- Activity 1 – Research United Way of Escambia County’s financial stability, health and education efforts and other United Ways across the state and nation, and meet with departments heads to discuss their work and how it ties to financial stability.
- Activity 2 – Brainstorm ideas for implementation and collaborate with Marketing Department.
- Activity 3 – Develop mockups of plans for program areas; discuss with Marketing Department.
- Activity 4 - Present the plan to Marketing Department and other director heads.

Goal 2: Implement strategic marketing plans.

- Activity 1 – Create and develop marketing collateral and promotion materials.
- **Outcomes:**
 - 3 - number of staff and community volunteers that received training (of one or more types)
 - 50 – hours of service contributed by community volunteers who were recruited
 - 700 – hours of service contributed by community volunteers who were managed
- Activity 2 –Work with community partners to promote.
- **Outcomes:**
 - 5 – number of organizations that received capacity building services
- Activity 3 – Oversee implementation with partners.

Goal 3: Track and report progress of strategic marketing plans.

- Activity 1 – Follow-up with media partners to ensure contractual agreements are being upheld by both parties.
- Activity 2 – Report progress and impact of marketing efforts to Marketing Department and department heads (successes and challenges)
- Activity 3 – Create final reports on success of strategic plans for department heads with action register for the coming year.

Goal 4: Assist Marketing Department in annual events, unexpected opportunities and disasters within the community, and community outreach efforts.

- Activity 1 – Assist with planning and execution of Annual Meeting to include:
 - Working with department heads to collect annual data and develop the pages in the annual report that relate to United Way programs (211, VITA/MFT, CTV, DOC, ReadingPals and RSVP).
 - Coordinate the development of awards for the Annual Meeting as a whole, which include but are in limited to: making sure parties have information needed to make the nominations, collecting the nominations (data for the annual report) and winners (for the actual awards) and designing the rewards.
- **Outcomes:**
 - 2,000 – Dollar value of in-kind resources leveraged by CNCS-supported organizations or participants
- Activity 2 – Create a disaster communications plan and survival kit (with formatted press releases, contact information, etc.) for use before, during, and after the event of a disaster

- **Outcomes:**

- 1- number of new systems/business processes or enhancements put in place
- Activity 3 – Select and attend at least quarterly, community outreach events that provide a good demographic to share information on 2-1-1, MFT, VITA, CTV, DOC, ReadingPals & RSVP programs, etc.

Goal 5: A project to be determined by VISTA member in order to reach professional development goals.

- Activity 1 – TBD
- Activity 2 – TBD
- Activity 3 – TBD