



Marketing Associate (Part Time Hourly)

United Way of Bucks County is seeking a dynamic and motivated Marketing Associate. Our new colleague will help drive awareness of key impact programs, including PreK Counts and access to high-quality early childhood education, as well as a unique suite of services supporting Asset Limited, Income Constrained, Employed (ALICE) workers and families.

Reporting to the Marketing Manager, this position plays a pivotal part in advancing and elevating our mission and work.

This is a part-time position, ideally 12 -16 hours a week at \$18 - \$24/hour depending on experience. Hours are flexible and some work can be done remotely. **However, visits to our administrative office (Fairless Hills, PA) and our consumer-facing sites (throughout Bucks County) will be necessary.** Reliable transportation and valid license required.

Job Responsibilities:

- Support the Marketing Manager by assisting with assigned projects.
- Collaborate with colleagues to develop and execute marketing efforts aimed at increasing awareness of United Way of Bucks County's key impact programs.
- Create engaging content for various channels, including social media, email alerts, newsletters, website, and print.
- Assist in organizing and promoting events related to PreK Counts, early education, and ALICE families.
- Conduct research to identify opportunities for outreach and partnership building within the community.
- Monitor and analyze the performance of marketing campaigns and provide insights for optimization.
- Support the development of marketing materials, including brochures, flyers, and presentations.
- Maintain consistency in messaging and branding across all marketing materials and platforms.
- Assist in managing relationships with external vendors and partners as needed.
- Stay up to date with industry trends and best practices in marketing and communications.
- Perform other marketing-related duties as assigned.

Qualifications:

- At least 1 – 3 years of proven marketing and/or communication experience *or* equivalent education.
- Proven excellence creating content and building a following on social channels (Facebook, Instagram, LinkedIn, X).
- Experience in cause-related marketing, human services, or nonprofits is a plus.
- Excellent written and verbal communication skills.
- Strong attention to detail and ability to multitask.
- Proficiency in Microsoft Office Suite, Canva, and other marketing-adjacent programs.
- Ability to work independently and as part of a team in a fast-paced environment.
- Passion for making a difference in the community and supporting United Way of Bucks County's mission.

Why you will love working with us:

- We are passionately committed to our mission – and to treating every person with respect and dignity.
- We live our co-created team values of collaboration, openness, accountability, and continuous improvement.
- You will be trusted, challenged, empowered, appreciated, and can grow with us.



If this job is right for you, please submit the following:

1. Resume detailing your relevant experience and qualifications.
2. Cover letter explaining your experience and interest in this particular position.
3. Two samples of recent work – anything relevant to the role that shows us how great you are!

You MUST include these items to be considered. We review cover letters and samples. If you do not include these things, you will not be considered for this job even if you are awesome.

United Way of Bucks County is an equal opportunity employer committed to fostering a diverse and inclusive workplace. We encourage applications from individuals of all backgrounds and experiences.

Please be aware that United Way of Bucks County requires employees to be vaccinated for COVID-19. This position will require the successful candidate to obtain or show proof of a vaccination.