



At United Way of Greater Stark County, we believe that every story has the power to inspire action, strengthen communities, and improve lives. We are seeking a creative, collaborative, and mission-driven Marketing & Digital Engagement Specialist to help bring our work to life through compelling storytelling, engaging digital content, creative design, and meaningful community engagement.

In this role, you will play a key part in sharing the impact of our programs, partnerships, donors, volunteers, and community initiatives across a variety of platforms. From designing marketing materials and managing social media content to supporting website updates, public relations efforts, and digital campaigns, you will help ensure that every communication reflects our mission, values, and commitment to creating lasting change in Stark County.

This is an exciting opportunity for a marketing professional who enjoys combining creativity with purpose, thrives in a collaborative environment, and is passionate about using communications to make a difference. If you are a strong storyteller, skilled digital communicator, and detail-oriented project manager who wants to contribute to meaningful community impact, we encourage you to apply.

RESPONSIBILITIES

Design & Creative Development

- Design marketing materials including: event materials, campaign collateral, digital graphics, presentations, social media assets and donor communications.
- Support development and maintenance of organizational templates and marketing resources.
- Ensure marketing materials are accurate, visually engaging, and consistent with brand standards.

Social Media & Digital Engagement

- Execute social media content calendars across organizational platforms.
- Create, schedule, and monitor content; respond to community interactions and identify opportunities for increased engagement.
- Support digital campaigns through content creation, audience targeting, and reporting.
- Assist with email marketing creation, deployment, and performance tracking.

Website & Digital Content Management

- Maintain website content, updates, and enhancements ensuring information is accurate, current, and aligned with organizational priorities.
- Assist with monitoring website analytics and user engagement.
- Support ongoing improvements to the organization's digital experience.

Content Strategy, Storytelling & Public Relations

- Create written, visual, and multimedia content that communicates United Way's impact and community partnerships.
- Develop stories, social media content, website content, and campaign materials.

- Assist with collecting photos, videos, testimonials, and impact stories from programs, donors, volunteers, and community partners.
- Assist with public relations activities, including drafting press releases and media materials, coordinating media opportunities, monitoring coverage, and tracking earned media.

Marketing Operations Support

- Support implementation of marketing campaigns and initiatives.
- Support event promotion and communications.
- Partner with fundraising, engagement, and program staff to develop content that supports organizational priorities and community engagement.
- Support internal communications and staff engagement initiatives, as needed.
- Coordinate multiple marketing projects and deadlines while maintaining accuracy and attention to detail.

EDUCATION AND EXPERIENCE

- Bachelor's degree in marketing, communications, graphic design, journalism, or related field preferred; equivalent experience considered.
- 0–3 years of experience in marketing, communications, digital media, or creative production; internships and strong portfolios considered.
- Portfolio demonstrating examples of writing, design, photography, video, social media, or other digital content creation preferred.
- Working proficiency with Canva or Adobe Creative Suite and video editing tools such as CapCut, or similar software.

SALARY

- \$36,000 – \$44,000 annually

BENEFITS

- Comprehensive benefits package including paid time off, medical, dental, vision, life insurance, 403(b), paid holidays, and workplace wellness initiatives

Resumes should be submitted to hr@uwstark.org by October 5, 2026

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin.