

VISTA Assignment Description (VAD) Template

Title: Marketing & Communications Specialist

Sponsoring Organization: United Way of the Piedmont

Project Name: VISTAs in the Piedmont

Project Number: 20VSSSC001

Project Period: 08/09/2021 – 08/08/2022

Site Name: United Way of the Piedmont

Focus Area(s)

Primary: Capacity Building **Secondary:** Economic Opportunity

VISTA Assignment Objectives and Member Activities

Goal of the Project:

The VISTA member will support and increase the capacity of the Marketing team to grow the community's understanding of United Way's work. The VISTA member will effectively engage followers to increase financial resources, document departmental processes and procedures to ensure sustainability, and contribute to social media marketing to build brand awareness to ensure UWP has resources to help eliminate poverty.

Objective of the Assignment (DATES: 08/09/2021-08/08/2022)

The VISTA member will engage a variety of audiences including donors, volunteers, and general public through print, digital, and in-person communications.

Member Activities:

1. Attend fundraising, storytelling and public speaking webinars and trainings.
2. Enhance marketing efforts by monitoring trends in social media, digital communications, etc.
3. Conduct market research such as donor surveys.
4. Create or update print donor communications materials in coordination with Director of Marketing.
5. Develop and update outreach materials used in community presentations.

Objective of the Assignment (DATES: 08/09/2021-08/08/2022)

Document departmental processes and procedures to ensure sustainability.

Member Activities:

1. Complete training in StratusLive Customer Relations Management software
2. Document processes related to StratusLive in a user guide and collaborate with other staff members to ensure usability.
3. Research and implement data management best practices with key staff to ensure organization-wide consistency and quality of data.

Objective of the Assignment (DATES: 08/09/2021-08/08/2022)

Assist in the launch and execution of Marketing Plan strategies to build brand awareness.

Member Activities:

1. Shadow Community Impact staff to gain thorough understanding of UWP's work
2. Research and attend marketing webinars and training to stay up to date on technologies and trends.
3. Gather impact stories digitally and in print
4. Collaborate with Community Impact, Engagement, and Resource Development departments to gather impact data
5. Track social media and engagement analytics and present data monthly and quarterly to Marketing Director and Marketing Committee

Objective of the Assignment (DATES: 08/09/2021-08/08/2022)

VISTAs will spend 10% of their service participating in a supplemental project designed to foster collaboration and problem-solving for (a) community-wide issue(s).

Member Activities:

The VISTA team will gather one half-day each week to share different perspectives and experiences gained through their work on-site and work together on (a) project(s).