

UNITED WAY OF THE MIDLANDS

POSITION DESCRIPTION

March 1, 2023

Position Title: Marketing Manager

Department: Communications

Supervisor: Vice President for Digital Strategy & Communications

Position Status: Salaried, Full-Time Position Subject to an Annual Review

Job Classification: Exempt

In compliance with the Fair Labor Standards Act, this position is classified as an exempt position and the employee is not eligible for overtime. Some evening and weekend hours may be required.

POSITION SUMMARY

This position is responsible for helping to advance the brand and positively position United Way as a philanthropic leader and trusted partner in the Midlands. The successful candidate should have an intimate understanding of how marketing campaigns work, how to measure success through data and analytics and be prepared to hit the ground running. The Marketing Manager will increase the awareness and visibility of UWM among the public, donors and volunteers through strategic execution of marketing plans and the development of compelling content for social media, digital advertising and email marketing. This position will provide creative input; help create and implement a company-wide integrated marketing plan; collaborate with staff to ensure consistent messaging and uniformity of presentation; assist with a wide variety of events; measure results and make adjustments for continuous improvement. Long-term growth opportunities are available in this role.

ESSENTIAL DUTIES & RESPONSIBILITIES

Primary Responsibilities

- Provide excellent customer service to staff, donors and volunteers that exceeds expectations and increases collaboration
- Strategize and create compelling marketing content to generate leads and engage current donors and volunteers through campaigns for social media, websites, and emails (Salesforce Marketing Cloud) or a similar product
- Capture monthly analytics to analyze KPIs and work with team to adapt strategy to ensure progress against goals
- Simplify and distill complex information to provide clear, crisp, influential and factual messaging that aligns with business objectives and project strategy
- Work with Resource Development and Community Impact teams to foster a storytelling culture to engage donors, volunteers and community partners
- Support successful event planning and execution
- Keep the Vice President apprised of workflow through project management system

- Attend UWM and local community events, where applicable
- Work simultaneously on multiple projects and expertly manage multiple deadlines
- Collaborate across departments to bring projects to timely completion
- Proofread and review materials
- Serve as a representative of United Way and display courtesy, tact consideration and discretion in all interactions with other members of the UWM community and with the public
- Safeguard all confidential information used in performance of duties
- Other duties as assigned

QUALIFICATIONS: EXPERIENCE, KNOWLEDGE, SKILLS & ABILITIES

Required Qualifications

- Bachelor’s Degree in communications, marketing or related discipline, or experience equivalent
- Five to seven years of experience in marketing and digital communications
- Experience creating content for digital media
- Experience working with content management, email marketing, CRM platforms
- Experience working with advertising analytics (Google Analytics, Meta Business Suite, etc.)
- Experience in graphic design, photography, or videography is a plus
- Experience with Cognito, Wufoo, Google Forms or a similar tool is a plus
- Demonstrate ability to work cross functionally as part of a team to accomplish individual and mutually defined goals within specified timeframes
- Excellent written and verbal communication skills
- Analytical and creative problem-solving skills
- Must be organized and able to meet deadlines
- Self-starter with the ability to work with minimum supervision
- Exceptional attention to detail to produce consistently error-free work
- High level of professionalism
- Strong listening skills and ability to see new opportunities or broader implications
- Proficient computer skills, including Microsoft Office suite

ADDITIONAL INFORMATION

This is a full time, exempt position. Thirty-seven and ½ hours per week (8:30 a.m. -5:00 p.m.) is the general rule. However, depending on project cycles, work flow demands, some before and after-hours meetings and events, additional hours and weekend work may be required. Out of office meetings may also be required.

ACKNOWLEDGMENT

I have received a copy of my current position description. I have read the position description, and I understand its contents.

Qualified and interested candidates should apply at applicant@uway.org.