

DIRECTOR OF MARKETING AND COMMUNICATIONS

Reporting to: President/CEO

Department: Marketing and Communications

Work Schedule: Full-time. Core Hours of Monday-Friday, 8:30 to 5:00 p.m. Flexible work schedule available with CEO approval.

Overview

The Director of Marketing and Communications creates content and tells stories that inspire and motivate stakeholders to action, helping advance United Way's mission, vision and goals. This role occupies a unique position at the intersection of storytelling, community engagement, and philanthropy.

This position will amplify United Way's reach by ensuring consistent messaging and maintaining brand voice, ultimately inspiring others to join United Way in our mission to create a better, more equitable future for all.

Essential Functions

Messaging and Content Creation – 60%

Determines the organization's primary message and target markets and leads multi-channel content creation and curation to support the message. This includes print, social media, website, e-Pledge, and email marketing. Collaboration with colleagues is key to the successful fulfillment of this essential function.

- Develop and execute a multi-channel communication and content calendar.

- Collect stories of how the organization has made an impact to use in communications.
- Write, edit, and proofread content for newsletters, press releases, emails, fundraising letters and speeches, special event scripts, social media, and the website, ensuring consistent messaging and maintaining brand voice.
- Proofread and edit external copy and items created by others throughout the organization to ensure consistent messaging and maintain brand voice.
- Create items to assist the Resource Development and Community Impact teams in the Annual Fundraising Campaign, such as Community Impact updates, informational fliers, presentation slides, sponsorship guides, and handouts.
- Create and send email campaigns and special event invitations using Constant Contact.
- Support the organization's special events by creating programs, writing and proofreading scripts, and creating presentation slides.
- Collaborate with vendors to design, edit, and approve printed communication items such as pledge forms, brochures, invitations, newsletters, and reports.
- Create, gather, or collaborate with vendors to ensure the organization has ample video and photographic assets to illustrate the organization's impact.

Website and Social Media Management – 15%

Serves as the organizational lead for social media pages and overall website quality and maintenance.

- In alignment with the Content Calendar, create or curate content and post to social media pages.
- Maintain the quality and timeliness of information on the website.
- Update ePledge theme, solicitation letters, and thank you notes annually.
- Collaborate with vendors to make technical updates and ensure United Way's website is of the highest quality.

- Host an annual website refresher training for key staff.

Media Relations – 10%

Collaborates with the President & CEO to nurture strong relationships with print, broadcast, and digital news media.

- Write news releases and media advisories.
- Provide interesting United Way stories to media outlets.
- Respond to media inquiries in a timely fashion.
- Appear on live television or radio to promote the organization.

Database Management – 5%

Collaborate with the Director of Finance and Resource Development team to maintain the Constant Contact API connector and the organization's Core Communication Lists.

Advertising – 5%

Serves as the organizational lead for all paid advertising placements and stewards United Way's brand.

- Work with vendors to design and place advertisements to reach target markets, ensuring consistent messaging and maintaining brand voice.
- Evaluate the effectiveness of advertisements.

Other supportive functions – 5%

Assist with the Annual Workplace Campaign and special events such as the Annual Meeting, Pillar Celebration, and Power of the Purse. Perform special assignments and other work on an as-needed basis.

Qualifications

Education

Bachelor's degree with 3-5 or more years of experience focused on Communications, Journalism, Public Relations, or Marketing.

OR

Associates degree with 5 or more years of experience focused on Communications, Journalism, Public Relations, or Marketing

Experience

- Demonstrated knowledge of marketing communications best practices and multi-channel execution
- Proficiency with email marketing systems such as Constant Contact
- Proficiency with Microsoft Office Suite
- Experience with Meta Business Suite
- Experience with website content management systems and understanding of simple HTML
- Experience with digital design tools such as Canva and Adobe
- Experience with CRM software preferred

Skills

- Ability to distill complex information into a simple and compelling message for maximum clarity, understanding and impact.



- Skilled communicator that writes clearly and concisely; uses multiple platforms to reach diverse audiences.
- Effective public speaker and presenter with the ability to appear on live television and radio and give presentations to a wide variety of individuals.
- Strong project and time management skills with the ability to independently manage several responsibilities and deadlines simultaneously.
- Self-starter who is eager to learn quickly.
- Proactive problem solver
- A willingness to acquire new skills, especially in emerging technology.
- An upbeat, energetic attitude that fosters positive relationships with partners and colleagues.
- Ability to maintain a high level of confidentiality.

Salary Range: \$60,000-\$70,000

Close Date: January 9th, 5pm CT

To apply, email a resume and cover letter to Sue@UnitedWayChampaign.org