

United Way of Champaign County

Job Title Reporting To	Director of Marketing and Communications President/CEO
Department	Marketing and Communications
Exempt OR Non-exempt	Exempt
Salary Range	\$60,000– \$70,000
Work Schedule	Full-time. Core Hours of Monday-Friday, 8:30 to 5:00 p.m. Flexible work schedule available with CEO approval.
Overall Purpose of this Role	<p>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.</p> <p>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.</p>
Essential Functions	<p>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.</p> <ul style="list-style-type: none"> • 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, 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 team 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.

Close Date: June 14, 2024, 5pm CT

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