



Job Description

Marketing & Engagement Manager

Responsible to: President & CEO

Purpose of Position

The Marketing & Engagement Manager, reporting directly to the President, is a collaborative, mission-focused, and results-driven brand steward. This position is responsible for developing and executing the marketing and communications strategy to generate broader community awareness and engagement. These strategies will help United Way Blackhawk Region achieve its transformation to a collective impact problem-solving organization, fighting for the health, education and financial stability of every person in every community.

Key functions for this position include: written communications, utilization of social, digital and traditional media, special event coordination, public relations, website management, and limited graphic design. This position is responsible for ensuring a consistent brand and message experience that aligns with United Way Blackhawk Region's mission and the standards of United Way Worldwide (UWW).

Duties and Responsibilities

1. Marketing and Communications

- Ensure consistent, quality implementation of United Way's brand in all aspects of the organization so every contact is a positive experience for stakeholders.
- Develop and execute United Way Blackhawk Region's year-round communications strategy/marketing plan generating media coverage and community outreach.
- Spearhead utilization of social media, digital and traditional media, as well as track and report corresponding analytics.
- Proactively generate creative concepts, collateral and engaging messaging that aligns with brand strategy, examples may include: advertising, annual report, campaign materials, digital/social campaigns, newsletters, event promotion, media releases, presentations, etc.
- Manage the organization's [website](#).
- Maintain and adhere to annual marketing budget; leverage limited resources through in-kind contributions, partnerships and sponsorships.

2. Engagement

- Staff liaison to the volunteer Brand Strategy and Marketing Committee.
- Staff lead, responsible for coordinating United Way's annual Campaign Kickoff, Day of Caring, LIVE UNITED Celebration, and other special events.
- Manage and promote the organization's volunteer engagement platform, [Get Connected](#).
- Help synchronize consistent and compelling messaging from the United Way team, board of directors and volunteers to target the public in ways that move them to give, advocate and volunteer.
- Monitor market trends and identify opportunities for cultivating meaningful relationships and brand loyalty among existing and potential stakeholders, including: donors, volunteers, media partners, civic leaders, nonprofit colleagues, United Way counterparts and community members.
- Build marketing and communication alliances with United Way partner organizations and other affinity groups to drive United Way's brand value and visibility in the region.

3. General

- Complete necessary reporting as required by UWW and/or various entities.
- Conduct operations effectively and efficiently and promote a cooperative spirit within the United Way Blackhawk Region organization.
- Flexible in work hours as activities may occur outside normal working hours.
- Additional duties as assigned by the President.

Position Requirements

- Bachelor's degree or the equivalent in related experience
- Knowledge of digital marketing and traditional communications, public relations, and event management
- Excellent interpersonal and communications skills
- Highly organized in thought and action
- Demonstrated ability to manage large projects with multiple priorities
- Experience / understanding of any of the following a plus: Adobe Creative Suite, Google Analytics, Hootsuite, Microsoft Office suite, Prezi, social media channels and website maintenance
- Knowledge of United Way's mission or nonprofit sector helpful

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

- Ability to sit and/or stand for extended periods of time. Intermittent physical activity including bending, reaching and prolonged periods of sitting.
- Ability to lift light objects, usually no more than 8 lbs. in weight.
- Ability to utilize close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.
- Ability to move about and communicate effectively with a diverse membership and employee group.
- Ability to accomplish the described responsibilities through the use of computers and technology.
- Ability to work in a changing, challenging and fast paced environment with varying stress levels.
- Ability to travel to other locations within the geographical area. Occasional business travel elsewhere may be required.