

UNITED WAY OF CENTRAL WASHINGTON POSITION DESCRIPTION

Position title: **Manager of Marketing & Advancement**

Reports to: **Executive Director**

FLSA Status: **Non-exempt,**

Salary: **\$45k-\$60k annually**

Benefits: **Health, Dental, Vision – 100% covered, Retirement -10% annual salary after 1 full year, PTO**

Date updated: **July 24, 2023**

Supervises: **None**

We'd love a creative, out-of-the-box thinker who works well with a team. The ideal individual will be passionate about serving our community and making a difference in the lives of others.

SUMMARY

The Manager of Marketing and Advancement contributes to achieving United Way's mission and vision by leading engagement marketing strategies that create awareness, build support and strengthen stakeholder affinity for United Way. Under the direction of the Executive Director, the Manager of Marketing and Advancement is responsible for having extensive knowledge and skills in the areas of experiential marketing, brand delivery, community program management, and project management. This position is responsible for the development and implementation of strategies to successfully run the Annual Campaign for a select portfolio of companies and the solicitation and maintenance of individual major gifts within the portfolio. This position is responsible for working collaboratively with volunteers to ensure the success of organizational strategies and initiatives. The Manager of Marketing and Advancement is also tasked with identifying new and growth-potential partnerships and implementing special strategies to enhance their relationship with UWCW.

What you can expect:

Excellent benefits (generous time off; we cover 100% of employee health insurance premiums)

- Safe and respectful work environment
- Casual work attire
- Lively atmosphere
- Rewarding work

Marketing & Communications

- Plan and execute effective marketing and strategic communications initiatives and projects that build the brand, strengthen relationships with key constituencies, and drive revenue generation and volunteer engagement.
- Responsible for crafting creative and impactful newsletters, be a skilled graphic designer, capable of basic website management, and be able to assist with ongoing public and media relations efforts.

- Build and manage email communication plan to monthly donors, donor networks, community partners, event attendees and all constituents.
- Assure adherence to branding and maintenance of appropriate, inspired content on all organizational communications including UWCW's public website, emails, e-news, social media, media press releases, media stories, marketing materials, mailings, and other documents.
- Collaborate with team members for outreach materials, stories, and promotional items as needed.
- Record all events with photos and stories as appropriate.
- Collaborate across departments to produce and post compelling content for the organization's website to ensure that the site makes it easy for visitors to give, advocate, or volunteer in support of UW's community impact goals.
- Work/collaborate with team members to update all social media platforms weekly.
- Function as an effective brand steward, providing peer-to-peer leadership, training, and support to help all staff consistently deliver the ideal messaging.
- Actively participate in community events, organizations, and meetings to increase United Way's presence through networking and relationship building.
- Provide a monthly report of analytics to show growth on social media and/or other platforms.

Advancement/Development

- Assist Management in planning, organizing, and conducting the Annual Campaign in assigned areas of responsibility.
- Work with Resource Development Director to cultivate emerging companies and forge new UWCW partnerships.
- Assist in securing funds outside of the annual workplace campaign, including corporate sponsorships, grants, special events, and employee volunteer engagement projects.
- Assist with developing, executing, and managing a comprehensive donor communication strategy that includes direct mail, email, personal outreach, social media, etc.
- Collaborate with the Manager of Marketing and Data to create best practices in gift processing and financial opportunities for donors to create excellent donor experiences.
- Identify growth-potential companies to engage with UWCW and grow in campaign participation, corporate giving, grants, and volunteer engagement.
- Cultivate and develop new affinity campaigns and giving groups.
- Speak publicly on behalf of the organization as needed: Educate volunteers, workforce communities, and others about the UWCW mission, impact, and community needs.
- Assist in planning, executing, and managing community visibility engagement events (i.e.: events for workplace campaigns, affinity groups, Days of Action, etc.)
- Assist the Resource Development Director in managing recruitment, training, and recognition of the Resource Development Committee, Campaign Cabinet, and Employee Campaign Coordinators.

Other Duties

- Due to its leadership role United Way is called upon to support the community during times of crisis, it is the expectation that all United Way staff will be fully engaged in the organization's crisis plan and response efforts.
- Provide assistance as needed to other UWCW programs and personnel.
- Support for communications, fundraising, and database management.
- Participation in ongoing strategic and operational planning.
- Proudly and professionally represent UW in the community as needed.
- Consistently demonstrate UW team values of collaboration, openness, accountability, and continuous improvement.
- Perform other duties as assigned.

Non-Negotiable Hiring Criteria:

- Excellent Verbal and written communications skills
- Proficient in Microsoft Office applications (Specifically Excel, Access, and PowerPoint)
- Experience with Websites, Facebook, Instagram, LinkedIn and Twitter
- Ability to interact in a positive way with individuals and groups.
- Demonstrated ability to speak at public forums.
- Must be flexible, energetic, and multitask-oriented.
- Ability to work in a team-oriented environment and interface with people daily.
- Dependable and reliable to meet deadlines.
- Flexibility to adapt to changing priorities.
- Willing to learn and grow in a complex and dynamic product environment.
- Canva, Adobe Indesign, and Photoshop experience or willingness to learn and take classes.

CERTIFICATES, LICENSES, REGISTRATIONS

A valid driver's license and automobile insurance are required.

Work Environment

This job operates in both a warehouse and a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

Physical Demands

The physical demands stated here are typical of those required to perform this work properly. Reasonable accommodations may be made to enable disabled people to do basic tasks. To perform this job well, the employee must occasionally stand, walk, sit, reach with hands and arms, balance, kneel, talk or hear. Close vision, distant vision, color vision, peripheral vision, depth perception, and the ability to shift focus are necessary.

Position Type/Expected Hours of Work

This is a full-time position. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. This position regularly requires long hours and weekend work.

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Travel

Travel is primarily local during the business day, although some out-of-area and overnight travel may be expected.

Other

Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Equal Opportunity Employer: United Way of Central Washington does not discriminate on the basis of race, color, religion, origin, gender, national origin, age, marital status, military service, disability, or sexual orientation. Reasonable accommodation is provided upon request. All applicants tentatively selected for this position will be required to pass a background screening and submit to any required tests to screen for illegal drugs and alcohol use prior to the appointment. Application evaluation may involve interviews, written tests, and/or other appropriate screening tools.