

POSITION TITLE: Communications and Marketing Manager
DEPARTMENT: Resource Development
REPORTS TO: Director of Advancement
POSITION TYPE: Full-Time
FLSA: Non-Exempt

ABOUT UNITED WAY OF FREDERICK COUNTY

United Way works across the County to leverage resources, businesses, experts, and other service providers to advance the common good. We prepare young people to work, help families become economically self-sufficient, and help individuals choose healthy lifestyles.

Though part of a national network (United Way Worldwide), United way of Frederick County (UWFC) is a locally-focused and independent 501(c)3 non-profit institution. UWFC unites the smartest minds, the biggest hearts, and the hardest working hands in Frederick County to tackle the community's toughest challenges.

GENERAL DESCRIPTION/POSITION SUMMARY

The Marketing and Communications Manager is an integral member of the resource development team. Working closely with the Director of Advancement, this individual will play a critical role in providing strategic direction, and developing and executing integrated communications campaigns that result in greater awareness and understanding of UWFC's mission, foster audience engagement, and enhance the organization's reputation as a respected leader. The Manager will work collaboratively with internal teams and our large network of partners on community impact and advocacy projects. In addition, the Manager will lead the development and execution of innovate online recruitment and engagement strategies to maximize fundraising efforts, as well as support the organization's workplace giving campaigns.

KEY RESPONSIBILITIES & DUTIES

Strategy

- Support the creation, execution, and management of a comprehensive integrated communications plan, including social media and digital content strategies.
- Work closely with Director of Advancement and CEO on developing and executing online strategy to advance fundraising goals.
- Track, gather, and analyze user data using both web and social media analytics accounts; explore opportunities to increase website traffic, social media presence, newsletter readership, and online giving.

Digital Marketing and Social Media

- Manage, maintain, and monitor primary social media accounts for organization.
- Develop editorial calendar; research, create, and manage content for use across a variety of channels; coordinate editorial content flow from multiple sources (such as community impact work, advocacy, events, client stories, and others) to digital platforms.
- Develop and manage digital advertising campaigns, including web and social media; collaborate with Director of Advancement on developing timelines and budgets.
- Monitor web, news and social media interactions, and encourage engagement among audiences through proactive campaigns; train staff on effective social media usage.

- Stay actively informed about new tools, trends, technologies, and emerging platforms.

External and Media Communications

- Create and manage branded content that inspires action and investment for various campaigns, including, but not limited to, client success stories, press releases and media advisories, fliers, ads, infographics, presentations, photos and videos, etc.
- Draft external communications from President and CEO and other leadership staff, including correspondences, op-eds, speeches, talking points, etc.
- Direct the production of all marketing collateral from conception to completion by working with interns, contractors, and vendors.
- Research, develop, and pitch stories to media; foster and leverage relationships with reporters; update and maintain current media contact list.
- Protect UWFC's gold-standard brand by providing superior judgment to ensure that all outgoing messaging exemplifies UWFC's core values, conforming to brand tone and voice.

Resource Development

- Work directly with Director of Advancement to engage and assist Employee Campaign Coordinators in planning and completing their campaigns; proactively edit existing campaign materials to reflect latest UWFC marketing trends.
- Draft correspondence to key donors and prospects, as well as other fundraising messaging.
- Assist with event planning and preparation.

Management

- Manage interns, providing mentorship and guidance.
- Manage special projects as assigned.

DESIRED QUALIFICATIONS & SKILLS

- Bachelor's Degree along with 1-2 years' marketing and/or communications experience.
- Superior and distinctive writing ability, and a strong understanding of what makes a powerful narrative; excellent editing skills and fastidious attention to detail; impeccable grammar, spelling and language facility; discretion to manage sensitive and confidential material.
- A good aesthetic sense; comfort with at least rudimentary art-directing, and working with and directing graphic designers, videographers and photographers.
- High energy and positive outlook; eagerness to take on an ambitious pace and high production volume; ability to set priorities and manage concurrent projects, handle pressure, and assume responsibility for seeing projects through to timely completion.
- Ability to initiate and manage relationships with internal and external partners at all levels, including staff, Board members, volunteers and donors, and consultants; ability to work independently and with cross-functioning teams.
- Proficient in enterprise social media management tools, such as Hootsuite, and working knowledge of content management systems, such as Drupal.
- Working knowledge of web analytics and online advertising tools, such as native social media analytics and Google Analytics/AdWords.
- Proficient computer skills (Word, Excel, PowerPoint, Outlook); experience with Adobe applications (e.g., Photoshop and Illustrator), audio and video editing/production, ConstantContact, and CRM software a plus.

ADDITIONAL REQUIREMENTS

- Must have a valid U.S. driver's license, access to private transportation, and the ability to carry 20lbs.

TERMS, SALARY AND BENEFITS

Annual salary is commensurate with experience. Comprehensive benefits include health, dental and vision; pension plan; vacation and sick leave; Employee Wellness program; and more. This is an onsite position and is not conducive to telecommuting. Some travel may be required.

APPLICATION INFORMATION

Interested candidates should submit a resume and thoughtful cover letter describing their specific qualifications and interest in the position. In addition, they should provide 3-5 samples of relevant work, or links to relevant work. Please send all materials to Joyce, Director of Operations, at jkwamenapoh@uwfrederick.org. Please include "Marketing and Communications Manager" in the subject line of your e-mail. No telephone inquiries, please.

Apply by February 20, 2017.

United Way of Frederick County is an equal opportunity employer.