

United Way of Racine County
Job Description: Marketing Manager



Position: Marketing Manager
Status: Full-time exempt position
Core Function: Responsible for design, content creation and basic written communications work for United Way of Racine County's internal and external marketing and communications channels.
Reports to: Marketing and Communications Director
Direct Reports: None

Primary responsibilities

The position is responsible for design, content creation and basic written communications work for United Way of Racine County's internal and external marketing and communications channels. Such marketing and communications are targeted to various organizational functions including but not limited to: investor relations, community impact and other general communications in conjunction with United Way Worldwide branding guidelines.

Specific duties, including but not limited to:

- Graphic design work with Adobe Suite
 - Conceptualize and design web and print projects using Adobe InDesign and Adobe Illustrator, including but not limited to: flyers, posters, invitations, ads, direct mail campaigns, brochures, campaign materials, event materials and other communications materials.
 - Create and refresh icons, logos and other graphics for use in marketing and communications materials.
 - Design templates for ongoing communication materials, including but not limited to: the annual report, quarterly mailings, ongoing solicitations and outreach and other materials.
 - Handle all aspects of print production, including in-house printing and utilizing external printing services. Work with Marketing and Communications Director and Executive Assistant to ensure printing materials are fully stocked and organized.
- Website maintenance
 - Create website pages and content as needed.
 - Work with Marketing and Communications Director to ensure website content is up-to-date. Ensure webpages are visually appealing and not text-heavy.
 - Create website forms and surveys for various projects.
- General communications work
 - Assist Marketing and Communications Director with the creation of social media plans/campaigns. Regularly post content to United Way of Racine County's Facebook, Twitter, LinkedIn and Instagram accounts.
 - Regularly write and send emails for marketing campaigns, organizational updates and more.
 - Conduct outreach to various internal and external partners and stakeholders for the purpose of collecting content for use in marketing and communications materials.
 - Attend virtual and in-person events as needed to take pictures and videos for use in marketing and communications materials. Assist Marketing and Communications Director and other staff with technical support during presentations/organizational events.

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- Work with Marketing and Communications Director to ensure consistency and accuracy for all communications in line with United Way Worldwide branding guidelines.
- Demonstrate clear understanding of United Way goals, philosophies, brand standards and communication techniques. Successful integration of this into marketing and communications projects is essential for this role.
- Assist Marketing and Communications Director with other projects/tasks as needed.

Competencies

The position must model the competencies expected of all United Way staff:

- **Mission Focused.** Employee's top priority is to create real social change that leads to better lives and healthier communities. This drives employee performance and professional motivations.
- **Relationship Oriented.** Employee understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator.** Employee understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results Driven.** Employee is dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- **Brand Steward.** Employee is a steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

Values

The position must model and support the values of the organization:

- **Commitment to Community Success.** Make a positive difference and have a measurable impact of enduring consequence.
- **Leadership.** Provide strong leadership and act as a catalyst for promoting positive change in our community.
- **Inclusiveness.** Aspire to involve every segment of the community in every aspect of work.
- **Integrity and Accountability.** Act with integrity that justifies trust.
- **Innovation.** Value innovation in community building to affect positive change.

Behaviors

To perform the job successfully, an individual should demonstrate the following behaviors:

- **Attendance/punctuality.** Is consistently at work and on time; ensures work responsibilities are covered when absent; and arrives at meetings and appointments on time.
- **Relationship Building.** Strong relationship building skills and ability to work effectively with United Way donors, volunteers, agencies, and community representatives.
- **Communication.** Excellent verbal and written communication skills, with the ability effectively to communicate in a variety of ways. Strong interpersonal communication skills.

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- Ethical. A commitment to professional ethics and ability to handle sensitive and confidential information.
- Team Work. Ability to interact with internal clients.
- Planning/Organizing. Good organizational skills with an ability to prioritize multiple tasks. Strong project management skills.
- Flexibility. Ability to adjust to unexpected assignments, difficulties, and work deadlines.
- Personable and Professional – inspire through knowledge, demeanor and uncompromising integrity.
- Analytical. Adept at working with market research, campaign data, calculations and situation assessment in current and potential markets.
- Intelligent. Capacity to understand complex issues adding value in the ongoing development of the community impact agenda.
- Genuine. Strong sense of emotional intelligence and calmness under stress.
- Quality. Demonstrates accuracy and thoroughness.
- Quantity. Meets productivity standards; completes work in timely manner. Works hard, works smart, works fast and gets results.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience

- Bachelor's degree in marketing and communications, graphic design or related field.
- One to three years of experience in development and implementation of marketing and communication strategies in nonprofit or related setting.
- Valid driver's license and insured vehicle.
- Willingness to work varied hours including evenings and weekends as needed.

Computer Skills

Knowledge of basic computer hardware and software applications including email, Internet and Microsoft Office. Must have strong knowledge of Adobe Suite, particularly InDesign, Photoshop and Illustrator.

Supervisory Responsibilities

None.

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 the essential functions. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include: close vision, distance vision and ability to adjust focus.

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While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear.

Benefits and Other Compensation

The Marketing Manager salary is \$50,000 plus benefits. United Way offers excellent benefits that include health, and dental coverage, vacation and other paid time off, life insurance, retirement plan and much more. United Way of Racine County is an Equal Opportunity Employer.

How to Apply

Submit a resume, cover letter and three, professional references via email to Jen Bastron (jbastron@unitedwayracine.org), subject line *Marketing Manager*. This posting will remain open until the position is filled.