

United Way of Racine County
Job Description: Marketing and Communications Director



Position: Marketing and Communications Director
Status: Full-time exempt position
Core Function: Responsible for content creation and oversees the marketing and communications department and all internal and external communications for United Way of Racine County.
Reports to: Chief Operating Officer
Direct Reports: Marketing Manager

Primary responsibilities

The position oversees the marketing and communications department and all internal and external communications for United Way of Racine County. The position is also responsible for content creation. Such 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:

- Lead the marketing and communications department.
- Work with all teams and departments to create structured, strategic and cohesive marketing plans, events and collateral with the goal of increasing donor dollars, increasing engagement and deepening partnerships and relationships.
- Create processes and procedures for the marketing and communications department to ensure consistency and efficiency.
- Stay updated on the latest marketing and communications trends and innovations for use in future marketing and communications materials.
- Ensure all external and internal communications follow United Way Worldwide branding guidelines.
- Manage the marketing and communications budget.
- Review analytics for marketing plans, including social media and email engagement. Evaluate the effectiveness of previous projects/plans using data and use the findings to improve new projects/plans.
- Represent United Way of Racine County in external communications and marketing committees.
- Plan, create and schedule United Way of Racine County's email campaigns and other e-communications. Implement email segmentation and personalization with the goals of increasing donations and engagement.
- Create content for high-level projects, including the annual report and high-level donor and company content.
- Create and distribute content for news outlets, including but not limited to: press releases, articles/newsletter submissions and more. Ensure relationships with news outlets are strong and work to establish new partnerships.
- Create and manage social media and website content with assistance from the Marketing Manager.

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.

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- 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.
- 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. The individual must also demonstrate superb written and verbal communication skills.

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Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience

- Bachelor's degree in marketing and communications or related field.
- Three years of experience minimum in development and implementation of 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, Adobe Suite, Constant Contact and Drupal.

Supervisory Responsibilities

Directly manages Marketing Manager and carries out supervisory responsibilities in accordance with United Way of Racine County policies and applicable laws. Responsibilities include initial screening, interviewing, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems; coaching and assisting with professional growth of employees.

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. 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 and Communications Director salary is \$59,000 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. Members of historically marginalized communities, including but not limited to, women, BIPOC individuals and people from the LGBTQIA+ community are encouraged to apply.

To apply, submit your resume and two writing samples via email with the subject line *Marketing and Communications Director* to Kim Hill at khill@unitedwayracine.org. Please no phone calls or mailed applications. This posting will be opened until the position is filled. Applications submitted by August 31, 2023 will be prioritized.