Director of Marketing & Communications

Reports To: Executive Director

Position Summary: To develop, implement and measure an organizational marketing and communications strategy to increase awareness and support for United Way of the Greater Chippewa Valley, to position United Way as a community impact leader, and to promote community involvement in United Way.

Duties and Responsibilities

Marketing:
- Develop and implement a strategic, year-round, market-driven Communications / Marketing Plan (including media relations, public relations, advertising, and communications collateral development) for United Way of the Greater Chippewa Valley utilizing outcome measurement accountability standards to measure results.
- Work with a standing Marketing Committee to enhance awareness and recognition of United Way's brand. Assure that messages are communicated effectively to the community through key United Way constituents (volunteers, agencies, staff, etc.) and communication vehicles (such as printed materials, media, social network, web, advertising, video, and PSAs.)
- Ensure that United Way's role as a leader in community impact is integrated into all communication vehicles.
- Develop social networking strategy and implement long-range plan of involvement including measurement standards indicating the impact of the work.
- Develop and implement research necessary including best practices for the development of Communications / Marketing Plan.
- Provide regular news releases to the various media.
- Research and follow messaging and branding guidelines established by United Way Worldwide
- Ensure consistent, quality implementation of United Way's brand in all areas of the organization so that all UW contacts provide a positive, consistent experience for all stakeholders.
- Assure all internal staff follow messaging and branding guidelines
- Serve as staff liaison to the volunteer Chair of the Marketing Committee.
- Provide orientation and regular meetings for the Marketing Committee.
- Serve as communications resource to the Executive Director
- Develop working relationships with print and broadcast news media, and area marketing, communications and public relations professionals.
- Prepare speaking points for staff and volunteers on campaign, messaging, and all United Way current projects and events
- Develop, write and produce quarterly newsletter
- Develop and design Annual Report including graphics.
- Write articles for submission to local publications and company newsletters
- Use electronic media tools available to inform and engage volunteers through email updates, newsletters, and surveys.
- Update website.
- In partnership with Director of Resource Development, establish and follow annual campaign related marketing budget
- Analyze events, situations and potential problem areas for impact on UWGCV; and consult with executive director on effective communications response.
- Provide photographs and visual materials for use in news and internal publications.
Media/Public Relations

- Build solid relationships with key media personnel such as publishers, managing editors, general managers and public service/community service directors with all print publications, and radio, television stations and community television. Maintain updated CRM database on all media contacts.
- Establish and strengthen United Way's relationship with corporate in-house communicators in order to communicate community impact and encourage volunteer engagement with United Way.
- Provide marketing assistance and support for ongoing, positive working relationships with partner agencies. Develop co-marketing messages.
- Plan, direct, implement and evaluate market research to support the UW’s mission, vision and strategic goals.
- Ensure proper documents, records and photos are kept as a means of preserving the history of United Way.
- Ensure consistency of volunteer recognition and awards.
- In coordination with the Executive Director, direct relevant and timely communications both internally and externally as needed during crisis situations.

Campaign Communications:

- Assure the continuity of top-level volunteer direction for the Marketing Committee through cultivation, recruitment and motivation.
- Work with Marketing Committee to develop storyboard and appropriate collateral for annual campaign success.
- Develop annual campaign video with Marketing Committee and production volunteers
- Provide assistance and support to committee chair and volunteers to:
  1. Identify key marketing and communications strategies
  2. Develop advertising and video support
  3. Help develop long-range strategic plans to support the UWGCV mission.
- Develop and coordinate the campaign-marketing plan.
- In partnership with Director of Resource Development, design and produce all resource materials for campaign volunteers
- Coordinate media coverage. Arrange for television and radio coverage, talk shows, etc.

Special Events:

- Develop a Special Events Committee and serve as staff liaison to the volunteer committee chair.
- Develop, plan and implement all United Way special events and donor and volunteer recognition events utilizing research based information to determine the effectiveness of each event.
- Develop, plan and implement campaign kick-off and year end thank you event with assistance of Committee – recruit all volunteers needed for events
- Measure success of each event
- Maintain historical information on each event.

Volunteer Management:

- Respond to requests from potential volunteers and place them within UWGCV organization or refer to other organizations.
- Maintain a current list of volunteers and potential volunteers for projects.
- Keep attendance at all meetings, logging hours at meetings, planning sessions and events.
- Thank all volunteers through recognition events, cards, letters, etc.
- Update, produce and distribute volunteer opportunities guide on a biannual basis.
- Develop and maintain relationship with staff and on campus organizations at UWEC and CVTC to obtain a constant flow of qualified interns and service learning students.
- Recruit internal UWGCV interns/volunteers for staff support.
- Update, produce and distribute volunteer opportunities guide on a biannual basis.

Other

- Represent United Way of the Greater Chippewa Valley in a professional manner in various community meetings and events.
- Manages selected campaign accounts or divisions, including information gathering, planning and marketing, building relationship and monitoring results.
May supervise student interns.
Research and write appropriate grants.
Other duties as assigned.

**Education & Experience**
Education and experience normally represented by a BA in communications, marketing or a related field, and three to five years of progressive experience, prior non-profit experience desirable.

**Skills & Competencies**
- Experience in designing strategic, market-driven communications and media relations programs.
- An understanding of successful relationship building and customer service management.
- A firm mastery of time management and organization skills.
- Excellent communication skills, written and oral.
- Photography skills helpful.
- Ability to handle multi-level projects and priorities.
- Proficiency in basic computer systems, including Excel, Outlook, Word, PowerPoint, and advanced computer skills including web-site development.
- Social/digital media experience a plus.
- Ability to work both independently and in groups, using judgment and discretion.
- Commitment to the mission, values and ethical standards of United Way of the Greater Chippewa Valley.
- Proven track record in teaming with staff, volunteers and a diverse group of stakeholders.
- Takes initiative, maintains a persistently focused effort, remains goal and results oriented, and continues to improve. Sets daily, weekly, monthly, quarterly, and annual project goals; creating specific plans to meet them.
- Exhibits the ability to organize, plan, and execute the accomplishment of activities, goals, and objectives for a project.

**Important Information**
- Must have well-developed technical and analytical skills related to marketing and public relations
- Must have the ability to appropriately present information and data in written, electronic, and oral forms to diverse target markets
- Must have the ability to plan and manage multiple tasks
- Must have the ability to work in fast-paced environment
- Expected to have a commitment to excellence and to the mission of UWGEC
- Must have valid driver’s license with reliable transportation
- Must be able to work a flexible schedule; including weekends and evenings when needed

**Physical Requirements:**
- Skill and manual dexterity in the use of computer keyboard.
- Physical exertion, including bending, standing and walking. Must be able to move or carry objects and materials. Must be able to lift approximately 25 pounds occasionally.

**Job Relationships**
- Volunteer members of the Marketing Committee, media, other UW Committees, especially the Campaign Cabinet, employee campaign coordinators, program partners, and community organizations.