

DIRECTOR, MARKETING AND COMMUNICATIONS

DEPARTMENT: Marketing and Communications

REPORTS TO: Chief Development Officer

UNITED WAY OF ERIE COUNTY OVERVIEW

United Way of Erie County (United Way) is a social impact organization with a razor-sharp focus on breaking the cycle of generational poverty in Erie County. United Way's main strategy leverages the nationally recognized, data-driven full-service Community School model which follows a collective impact framework. In partnership with public school districts, United Way's community schools provide inside-the-school resources to break down and remove non-academic barriers to learning that low-income children face on a heightened level. By removing these non-academic barriers, all children have the opportunity to succeed academically, setting them up for success later in life.

This work is supported by the Imagination Library, an early childhood literacy initiative as well as United Way's 211 Helpline, providing resources for families to become and remain stable.

United Way's professional staff are highly motivated and results oriented. Working in an environment that encourages and promotes excellence, collaboration, and constant improvement, the Director, Marketing and Communications will become a member of an exciting community improvement initiative that is helping tens of thousands of students and their families break out of poverty and enter into a cycle of success.

POSITION SUMMARY

The Director, Marketing and Communications is the lead marketing and communications staff providing a full range of services supporting resource development and outreach goals of United Way of Erie County (United Way).

The director leads strategic communications for key United Way priorities, focusing on funding, prospect/donor management, marketing efforts, engagement initiatives, and strategic events advancing organizational goals. The director is responsible for developing communications plans that promote fundraising initiatives, campaign goals, and philanthropic interests of key stakeholders.

The director works collaboratively with all teams and departments to create structured, strategic, and cohesive marketing plans, events, and collateral with the goal of increasing donor dollars, expanding engagement, and deepening partnerships and relationships.

The successful director will be an innovator, working at the intersection of storytelling, community and donor engagement, and philanthropy; a values-driven professional who will foster a culture of continuous improvement and mission pursuit. The director will amplify United Way's reach by ensuring impactful messaging, ultimately inspiring others to join United Way in our mission to break the cycle of poverty in our community by leveraging education in a way that results in student academic achievement.

Responsible for supervising direct report, Manager of Marketing and Communications.

Required Qualifications

- Bachelor's degree in marketing, communications, public relations, or related field or equivalent
- 5+ years of related experience
- Exceptional writing and editing skills with high attention to detail
- Strong communications skills with the ability to work collaboratively and effectively with team members and diverse groups of colleagues
- Ability to craft compelling stories that resonate with various audiences
- Excellent project coordination, planning, and leadership skills with the ability to lead strategic initiatives
- Strong organizational skills with the ability to manage multiple and competing projects
- Ability to create and format reports and presentations
- Proficiency in Canva, Microsoft projects, and Adobe
- Familiarity with website content management systems and social media platforms
- Supervisory skills to lead direct report's workload and focus
- Ability to participate in and contribute to budget planning, management, and oversight for all marketing and communications for the organization

Preferred Qualifications

- Master's degree in related field
- Knowledge of fundraising principles
- Understanding of best practices in campaign strategy and execution
- Experience working in a strategic role helping to design and implement organization-wide initiatives

Essential Functions

- Develop strategic communications plans that advance fundraising initiatives
- Work with senior staff and other teams/departments to create structured, strategic, and cohesive marketing plans, events and collateral with the goal of increasing donor dollars and engagement
- Review analytics for marketing plans, including effectiveness of various media outlets
- Develop and execute a multi-channel communication and content calendar
- Write, edit, and proofread content for newsletters, emails, fundraising letters and presentations, special event scripts, social media and website
- Work with Resource Development to devise strategic plans for engagement initiatives and events that resonate with donors
- Collaborate with Resource Development staff to develop and implement comprehensive prospect recruitment, engagement, and management strategies
- Collaborate with colleagues in convening focus groups and qualitative sessions to further research ideas and messaging
- Serve as United Way's lead media contact, handling both short- and long-term PR activities
- Create visible presence in the community with goal of increasing public awareness and support of organization's work and mission
- Manage and oversee various vendor relationships

Work Environment

- Remote work available in accordance with United Way of Erie County Employee Handbook
- Position requires worker to commute to offsite locations to complete business; must have reliable transportation