

United Way of Erie County

Senior Director, Marketing and Communications

Department: Marketing and Communications
Reports to: President

POSITION SUMMARY

The Senior Director of Marketing and Communications reports to the President. This individual is a department head responsible for overseeing all marketing and communications functions. As an innovative and multi-tasking team player they provide leadership for the development and implementation of integrated marketing and communications strategies to build on and support United Way of Erie County's mission of impact in the community. They are responsible for year-round communications and visibility to increase public support of United Way and its strategic framework for community and collective impact. This position also oversees all creative projects, organizational branding and messaging.

The Senior Director of Marketing and Communications serves as the organization's key marketing and communications thought leader and project manager with support and oversight of the Marketing & Communications Manager role. Key areas of responsibility include strategy, management and implementation of all marketing and branding; media, community and public relations; internal communications; organizational messaging; product marketing and communication, resource development and product materials; market research; crisis communication and event promotion.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

ESSENTIAL FUNCTIONS

- Act as a thought-leader and change-agent across all aspects of marketing: communications, digital marketing, public relations, messaging and brand, creative services, content marketing and events
- Be an expert at writing compelling content and simplifying complex concepts and data into content for all communications channels – print, social, email, web, etc.
- Develop brand communication strategies that reflect the vision of United Way of Erie County that result in integrated marketing executions and multi-channel communications
- Develop marketing and communications collateral to educate and motivate target audiences, project managing execution with external vendors as appropriate
- Successfully use analytics, market research, communication, advertising, public relations, and digital marketing to generate profitable leads, donations, and grow community partnerships
- Follow the progress of United Way Worldwide in branding, marketing and communications tools and research. Stay current on trends in the marketing and communications field
- Develops and implements marketing and communications plan
- Participates in the development of the annual budget

Media and Advertising

- Serves as the organization's lead media contact, handling both short- and long-term PR activities
- Creates and provides a visible presence in the community, publicize the organization's activities and create awareness of support for and engagement with the organization year-round, during the annual campaign and other resource development efforts

- Secures earned and paid media including PSAs, print and web advertisements, in-kind donations and sponsorship requests
- Appropriately documents organizational activities and events through photography, videography and editorial coverage
- Monitors traditional and social media channels, internet and print publications for content related to organizational activities, pertinent and timely information, and news coverage

Administrative:

- Manages relationship with outside vendors including marketing/advertising agencies, graphic designers, printers, promotional product vendors, and other marketing related vendors
- Organizes and supports the activities of the Marketing Advisory Council
- Ensures all United Way events are aligned with brand strategy as a social impact organization
- Supervises Marketing & Communications Manager and interns as appropriate
- Represents United Way of Erie County professionally and enthusiastically

REQUIRED EDUCATION

Bachelor's degree in marketing, communications, public relations or related field or equivalent experience

REQUIRED EXPERIENCE

- 5+ years of direct marketing and/or brand management experience.
- Nonprofit experience preferred

PROFESSIONAL SKILLS

- Knowledge of marketing, communications, media relations and community relations
- Excellent writing, editorial and verbal communication skills
- Strong organizational skills
- Experience and ability to work within established budget
- Excellent problem-solving, relationship-building and teamwork skills
- Experience in project management
- Ability to appropriately represent United Way in public settings
- Ability to effectively present information to top management, public groups and/or board of directors
- Experience using data to craft and implement brand and marketing strategies
- Ability to work under pressure, adapt to change and solve problems
- Team player with proven ability to thrive in a mission-oriented environment

TECHNICAL SKILLS

- Proficiency in Canva, Microsoft products, Apple software, Adobe Creative Suite (CC), and Website Management Sites
- Advanced knowledge of Microsoft PowerPoint, Keynote or equivalent programs
- Familiarity with website content management systems and social media platforms (Facebook, LinkedIn, Instagram, Twitter (X) and other platforms etc.)
- Publications management and working knowledge of print production and the technical aspects of digital marketing

PHYSICAL REQUIREMENTS

- Exerting up to 20 pounds of force frequently, and/or negligible amount of force constantly to move objects
- Worker must frequently talk, hear and use typical office equipment
- Worker sits most of the time; routinely required to walk and travel by car

WORK ENVIRONMENT

- Primarily works in climate-controlled office-based setting
- Remote work available in accordance with United Way of Erie County handbook
- Position may require worker to commute to offsite locations to complete business