

**UNITED WAY OF THE CENTRAL SAVANNAH RIVER AREA
POSITION DESCRIPTION**

JOB TITLE: Marketing, Events, & Digital Initiatives Manager

POSITION CODE: 401

DEPARTMENT: Administration

REPORTS TO: President and CEO

CUSTOMERS: General Public, Donors, Volunteers, and Staff

PURPOSE OF POSITION:

Under the direction of the President and CEO, this position is responsible for the implementation and evolution of all marketing communications, content creation, promoting and planning of organization-hosted special events, and usage of technology systems to cultivate and expand United Way's presence and role in the community.

DUTIES AND RESPONSIBILITIES:

Develop and implement tactical communication and marketing plan with materials that meet the organization's overall objective while maintaining brand guidelines.

Coordinate public relations and media communications between the President and CEO, organization, and our community.

Plan, promote, and lead organization-hosted special events such as the annual Campaign Celebration and campaign Kick-off, Project Serve and Stuff the Bus.

Digital and print media oversight for both internal and external customers.

Create and maintain a strong online presence with the use of social media and digital marketing strategies that promote UWCSRA's mission and benefit.

Provide oversight of print or electronic collateral such as annual reports, advertisements, brochures, pledge forms and flyers.

Develop, design, create, and manage digital collateral including website, social media content, digital advertisements, e-newsletters, and videos.

Execute new technology strategies and giving platforms such as Mobile Cause as needed to expand donor base and provide alternatives to traditional methods of giving.

Perform all other duties necessary for the successful operation of the organization.

JOB RELATIONSHIPS:

Maintain frequent and professional contact with all United Way staff, volunteers, donors, and general public.

QUALIFICATIONS:

- Combination of education and experience normally represented by an associate's degree in a related field or at least five years of progressive, job related experience in corporate communications, marketing, sales, and/or special events.
- Excellent computer, oral and written skills.
- Attention to detail and ability to multi-task is essential.
- Excellent organizational and project management skills.
- Preferred experience in a graphic design software such as Publisher, Canva, InDesign, Illustrator, Photoshop or Adobe Premier.
- Demonstrated ability to organize, prioritize workloads, and be assertive to meet tight deadlines.
- Ability to communicate effectively both orally and in writing with a wide variety of constituents and stakeholders.
- Detailed eye for proof reading and editing.
- Must be proficient in Microsoft Office and computer applications related to marketing/communications.
- Ability to work with a diverse group of individuals from a variety of backgrounds.
- Must have a valid driver's license and access to an automobile for use during work hours.

Salary range- \$43,000-\$53,000

Benefits:

- Employee pays \$40/pay period for single coverage for medical, dental and vision insurance.
- 10 paid holidays and 4 weeks accrued PTO annually
- United Way pays 10% of salary into a retirement plan – eligible in January
- \$30 monthly cell phone reimbursement