Marketing and Communications Director

Reports to: President & CEO

Purpose: United Way of Southwestern Indiana engages the community to deliver measureable results in the focus areas of childhood success, youth success, financial stability, health and vital/essential services. The Marketing and Communications Director will play a key role in directing, implementing and supporting the core strategies that impact United Way of Southwestern Indiana's ability to deliver on its goals. Specifically, this position is designed to develop messaging and communications that highlights the United Way of today and the unique benefits that it provides to all in our community. The position requires collaborative leadership skills, superb communication skills, social media and graphic design knowledge, exceptional strategic and administrative skills and strong planning and organizational skills.

KEY RESULTS AREAS

Key Results Area: Broaden United Way's visibility, deepen community engagement and inspire residents to give, advocate and volunteer through strategic communications that enhances donor experiences and builds community trust.

- Develop and implement a series of regular year-round communications with donors.
- Manage and produce year round publications, i.e. Annual Report, e-newsletters, e-communication, and campaign materials.
- Research and produce stories highlighting United Way's impact at the individual and community level. Produce beneficiary success stories and testimonials. Communicate these stories to our donors in a way that reinforces the impact of United Way of Southwestern Indiana in the community.
- Work closely with the President & CEO, along with the Community Impact, Resource Development and Finance Teams to produce promotional collateral that includes videos, pledge forms, brochures, posters, banners, and other materials.
- Maintain relationships and communications with our community partners to promote the brand presence of United Way.
Key Results Area: Improve UWSWI’s branded advertising campaign and overall web and media strategy.

- Develop creative products with support from United Way Worldwide and local advertising/communication professionals. Ensure vibrant and consistent messaging for all materials.
- Expand United Way public presence by strategically placing media; i.e. billboards, print ads, radio ads, TV ads, digital ads, banners, etc. across our three county service area with local media and business partners.
- Evaluate website regularly and implement design improvements.
- Update and manage content on the website. Coach other staff members on how to effectively contribute to the website.
- Coordinate regular social media updates and have an active presence across social media platforms.

Key Results Area: Promote Voluntarism and Organize Special Events

- Promote to help increase the number of volunteers who participate in regular volunteer service projects and Day of Caring.
- Assist in the coordination of events that support the organization including the Annual Meeting, volunteer recognition event, Day of Caring/Campaign Kick-Off, Campaign Finale, Keel Club reception, and other events as needed.
- Produce all support materials for special events such as invitations, programs, scripts and post-event correspondence, etc.

Key Responsibilities:

- Work closely with volunteers, board and staff to communicate United Way’s value to the community
- Manage the marketing budget
- Serve as liaison to the Marketing Committee and Young Leaders United
- Keep abreast of community affairs by participating in appropriate activities and events
- Assist with other duties as necessary

Position Requirements:

- Bachelor’s degree plus 3-5 years of marketing experience. Nonprofit experience is a plus
- Proven record of accomplishments and creativity in marketing and communications
- Proficiency in computer applications (MS Office suite) and the Adobe Create Suite
- Expertise in design and content knowledge of WordPress, Constant Contact, Facebook, Twitter, Instagram, LinkedIn and YouTube
- Demonstrate collaborative leadership skills, superb communication skills, exceptional strategic and administrative skills and strong planning and organizational skills
- Strong desire to be a part of a team environment
- Strong desire to make a difference in the community
- Valid Indiana driver’s license, proof of current automobile and daily access to a vehicle
- Must be able to work nights and weekends when necessary

To apply please send resume to hr@unitedwayswi.org