United Way of Lake County
Position Description

Position Title: Marketing and Digital Communications Manager

Reports To: President/CEO

Supervises: Marketing Communications Associate, Intern (s), Volunteers

Position Classification: Salaried/Non-Exempt, Creative Professional

Purpose of Position:

The Marketing and Digital Communication Manager is an effective and passionate communicator, articulating the United Way of Lake County (UWLC) message in a way that inspires others to act. Designs, shapes and executes a comprehensive multi-faceted donor and stakeholder plan that supports our UWLC’s strategy and objectives, builds relationships with key audiences, and works to position UWLC as the leader in community impact.

Develops and implements an integrated, strategic marketing and communications program including web content, donor communications, printing/broadcast/social media, print and electronic materials, multimedia applications and special events.

Primary Responsibilities:

Effective and Engaging Communication:

Effectively leverages communications to drive revenue and influence consumer behavior.

Manages development and coordination of marketing project plans with cross-functional internal teams, volunteers and vendors.

Communicates Skillfully: Writes and speaks clearly and concisely; uses multiple platforms to reach diverse audiences; is an effective public speaker and presenter.

Communicates Strategically: Develops and implements a comprehensive year-round communications plan to keep supporters and partners informed and engaged on UWLC’s mission and community priorities.

Connects to the Audience: Considers the appropriate methods, timing and venue for delivering a message or information appropriate to a target audience; adjusts communication style to anticipate the audience’s needs; he/she effectively engages with diverse audiences.

Initiates and Supports Public Relations: Leverages knowledge of traditional and social media to increase understanding of UWLC’s impact in the community.
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Tells the Story: Distills complex information into simple and compelling message for maximum clarity, understanding and impact.

Champions the organization’s brand standards, messaging and tone of voice.

Digital Marketing Strategy:

Leads digital content marketing strategy to ensure consistent and effective external messaging via all digital platforms through marketing and communications.

Responsible for developing and executing digital strategies to increase brand recognition and engagement with our donors, volunteers, community partners and the wider community.

Digital, Media and Tech Savvy: Develops and executes strategies for social media, website optimization, email communication, video promotion and mobile and online campaigns to engage and attract donors to UWLC.
- Optimizes digital content to ensure both search engine visibility and favorable user experiences.
- Engages in audience segmentation, A/B testing
- Increases traffic and engagement on UWLC’s digital channels including website, Facebook, LinkedIn, Twitter, Instagram, etc. to raise awareness, generate leads and increase donations.

Plans, executes and maintains internal calendar for content creation.

Develops compelling digital content and stories about our impact, volunteers and corporate partners.

Actively seeks out and helps define new creative methods and mediums for telling about our programs, and donor and volunteer engagement stories, across all digital platforms.

Uses data and analytics to track and monitor website, email, and social media traffic and optimizes campaigns based on the best-performing strategies and to achieve established KPI’s.

Other Skills:

Demonstrates Effective Project Management: Assesses priorities, creates and executes timelines, meets interim and overall project milestones; continuously monitors and evaluates outcomes based on goals and recalibrates when necessary; brings people together to successfully execute tasks.
Influences Effectively: Gains others’ support for ideas, proposals, projects and solutions. Accurately anticipates the impact and implications of events or decisions for various stakeholders and plans strategy accordingly.

Constructive Leadership: Provides coaching, training and leadership to Marketing/Communications Associate. Leads performance management with personal development plans for each member of the marketing team. Leads and actively supports a cultural standard of transparency, respect for confidentiality/privacy while supporting innovation, teamwork and engagement.

Fiscal Responsibility: Manages annual departmental budget. Plans for future resources and advocates appropriately for budget to support business case.

External Relationship Management: Builds stellar external relationships with agency partners, Board Members, donor groups and volunteers.

Knowledge and Experience:

- Bachelor’s degree in Marketing, Communications, Social Media/Digital Marketing or related field with a minimum three years’ experience in a professional position or equivalent combination of education and experience.

- Experience in managing staff and volunteers.

- Excellent written and verbal communication skills.

- Graphic design skills is a plus.

- Strong computer skills including working knowledge of Microsoft Word, Excel, Publisher, Customer Relationship Management tools (i.e. Infusionsoft), Adobe Creative Suite, Content Management Systems (i.e. Wordpress), Email providers (i.e. Constant Contact) and databases. Quick learner of technology software.

- Experience with print production and vendor management preferred.
Dimensions:

Annual department budget
Marketing and communications support to all departments
Vendor relations management

Performance Measures:

• Increase in community awareness of and engagement with UWLC
• Increase in online donations
• Increase in community fund dollars
• Increase in financial and non-financial resources
• Amount of media coverage (including digital public relations and social media)
• Increase in-kind/donated marketing/communications services

Physical Requirements:

While performing the duties of this job, the employee is occasionally required to sit, stand, walk, lift and carry bags and boxes of approximately 10 pounds; talk or hear, read, use hands to finger, handle or feel objects, reach with hands and arms; climb stairs, stoop, kneel, or crouch, type, operate a computer, copy machine, fax machine, postage meter.