



United Way of  
St. Lucie & Okeechobee

## Employee Job Description

**Job Title:** Marketing, Communication, and Connections Manager  
**Reports To:** Director of Development  
**Status:** Non-Exempt – hourly  
**Salary Range:** \$40,000 - \$45,000  
**Work Schedule:** Full-time. Core hours of Monday-Friday, 8:30am to 5:00pm. Must be able to work a flexible schedule, including early mornings, evenings and weekend work.

### **GENERAL FUNCTION:**

The Marketing, Communication, and Connections Manager will be responsible for setting the organizational tone and voice, overseeing all copy, writing, editing and production of a variety of communication tools for multiple audiences. And will implement the strategic marketing plan to advance United Way's mission and impact by developing and pitching compelling stories of organizational impact.

### **KEY AREAS OF RESPONSIBILITY:**

Guided by the organization's strategic plan, objectives, and UW Worldwide new brand direction, the Marketing, Communication, and Connections Manager will develop a consistent organizational voice across all external communications touchpoints.

- Execute strategic public relations and social media strategies
- Create compelling, emotional stories that inspire and motivate others to give and engage with United Way
- Lead development of all content across all communications mediums, including all social media, web page content, annual report, print and on-line collaterals
- Maintain and grow digital giving opportunities, driving revenue through marketing strategy and influence consumer behavior
- Manage and update relationship database of current and potential donors and volunteers
- Collaborate with other key staff to produce content and materials
- Develop video content, brochures, flyers, solicitation letters to promote organization and garner support
  - Research content ideas, conduct interviews and craft stories
  - Brainstorm visual and copy ideas with other members of the team
- Champion the organization's brand standards, messaging and tone of voice
- Serve on committees, attend meetings, attend functions, when requested by CEO or Director of Development
- Work with Director of Development to accomplish annual fundraising goals
- Work as a team member with other staff members to support the goals and mission of United Way
- Speak on behalf of United Way at social group meetings and in workplace campaigns, when requested
- Lead and oversee United Way program initiatives related to engagement and community connections
- Align and/or implement engagement and community connection strategy as appropriate for Days of Caring and Collaborate Impact attainment
- Be capable of creating authentic relationships between brands and consumers
- Be an experiential marketing leader and a change agent capable of driving growth
- Bring proven experience leveraging events and community engagement events to strategically grow the Organization's culture
- Develop consistent tone, voice and messaging across all communications platforms and stakeholders
- Ensure consistent positioning across all communications platforms
- Work with staff members to create and launch captivating experiences to enable our targeted audiences to discover, explore, and develop organic, authentic dialogue about United Way

**OTHER DUTIES:** Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.



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### **COMPETENCIES:**

Measurable Impact, Accountability, Communication Skills, Relationship Building, Time and Project Management Initiative, Self-motivated, Organizational and Strategic Implementation.

### **STANDARDS FOR MEASURING PERFORMANCE:**

- Ability to establish goals and objectives and to implement an appropriate plan of action within an established budget
- Ability to work well with and support volunteers, UW staff members, other service providers & stakeholders
- Ability to work with all other staff to glean information to present to the public
- Ability to perform public speaking engagements and presentations
- Ability to research materials in order to present correct and impactful information
- Ability to work in all areas of media to produce materials and disseminate information
- Ability to manage and adhere to set timeline and meet strict deadlines
- Ability to plan/prioritize, develop and deliver content across multi-channels
- Ability to build and execute strategies effectively and efficiently
- Ability to exercise good judgment and work well with others under pressure
- Adaptable to changing priorities and demonstrated ability to mobilize resources and act quickly
- Ability to write and edit correctly
- Meet annual goals and complete assignments
- Build support for the organization and build relevancy – show impact of organization
- Meet responsibilities noted in Marketing, Communication, and Connections Manager job description

### **QUALIFICATIONS:**

- Bachelor's degree in Marketing, Communications, or related field preferred.
- Two years of experience in marketing/communication field, experience in managing production of online content
- PR/communication and/or professional writing/storytelling background
- Experience producing a variety of content deliverables, including blog posts, articles, white papers, podcasts, videos, webinars, infographics, social media chatter and media relations materials
- Agency or publishing experience, preferred
- Proven experience driving revenue through marketing strategy
- Excellent interpersonal communications skills with an acute attention to detail
- Strong experience in project, time and budget management skills
- Crisis communications experience, preferred
- Ability to translate complex content into engaging messages that resonate with the target audience
- Demonstrated ability to apply marketing/ communications tactics to broad organizational strategies
- Excellent computer skills, including mastery of all major Microsoft office products (specifically Outlook, Word, Excel, PowerPoint) and Adobe Creative Suite
- Demonstrated ability to work cooperatively and flexibly as part of a team
- Demonstrated problem solving and on-the-spot trouble shooting expertise
- Desire to learn and develop creativity
- Forward-thinking, self-motivated
- Experienced at engaging and inspiring audiences
- Excellent presentation skills
- Experienced working with internal and external stakeholders
- Experience in writing in a variety of styles/voices

### **WORKING CONDITIONS:**

- Normal office environment
- Local travel to areas throughout St. Lucie and Okeechobee Counties, with some travel outside of service area.



## Employee Job Description

**Physical Demands:** (sitting, standing, lifting, etc.)

- ✓ Incumbent must be able to sit at computer for long periods of time, lift at least 20 lbs, use hands for purpose of typing, lifting and answering phones and taking messages.
- ✓ Must be available to work hours of 8:30 a.m. – 5:00 p.m., Monday through Friday and be available to work, as needed, hours outside the 8:30 am – 5 pm workday (e.g. board meetings, presentations & special events).
- ✓ Must possess valid Florida Driver's License and current auto insurance – and have daily access to vehicle.
- ✓ Must agree to criminal background check, if asked.

*All job requirements listed indicate the minimum level of knowledge, skills and/or ability deemed necessary to perform the job proficiently.*