

Title: Marketing & Special Projects Manager
40 hours/Non Exempt



Reports to: CEO

Position Summary: This manager position reports directly to the CEO coordinating the marketing and communications for the non-profit group to help increase its visibility, purpose and impact. In addition, the job will manage special projects such as Days of Caring, and serves as a liaison to all stakeholders regarding communications, events, and projects.

This position requires a high level of written and verbal communication skills, organizational skills, and knowledge of various communications tools and project management. Working as a collaborative team member is a must in our United Way family work atmosphere.

Essential Job Duties and Responsibilities

- Manages all communications to include:
 - Works with team to develop and implement communications strategy and action plan
 - Identifies key target audiences and effective platforms of reach and engagement.
 - Develops and coordinates all written and verbal communications in multi-faceted platforms.
 - Tracks and reports on all efforts.
 - Develops ads, press releases, articles, videos, social media and blogs.
 - Functions as the main contact for media.
 - Manages UWGBACC website and social media.
 - Publishes newsletters to provide key information to stakeholders.
- Manages all events and initiatives to include Day of Action, Stamp Out Hunger, Day of Caring, annual events, volunteer recognition and other special initiatives.
- Identifies, secures and manages corporate sponsorship to support events and initiatives.
- Consistently creates awareness related to volunteer activity, UW initiatives, and general public awareness.
- Supports resource development team and community impact team on any external collateral including direct mail solicitations, thank you letters, presentations, campaign collateral, reports and recruitment/training of volunteers.
- Media monitoring tracking of any local UW news as well as state and national news that can have local impact. Constantly seeks opportunities to further United Way's mission.
- Meets or exceeds job competencies on a consistent basis.
- Performs other duties as assigned.

QUALIFICATIONS

- Bachelor's degree in marketing, communications or business, preferred. Three to five years' experience preferred. Experience may be considered as a substitute for education.
- Computer literate with knowledge of the Microsoft Office Suite, including Word, PowerPoint, Excel and Publisher.
- Self-starter with excellent time management skills and the ability to manage multiple projects.
- Excellent knowledge of AP Style.
- Basic mastery of page design, photography and videography.
- Experience with social media and metrics analysis.
- Ability to foster a strong, cohesive team environment.
- Strong writer and copy editor.
- Position requires solid organizational, interpersonal, and communication skills, both verbal and writing.
- Able to work with diverse group of people and accomplish results.
- Detail oriented with the ability to organize, prioritize, and meet deadlines.
- Able to follow directions and work independently or with a group.
- Knowledge of and experience with UW is desired.
- Energy and enthusiasm are a must.
- Must have valid driver's license, proof of auto insurance, and provide own transportation. Individuals are required to operate their vehicle observing legal and defensive driving practices.
- Values diversity and inclusion.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Moves about inside the office to attend meetings, access file cabinets, office machinery, etc.
- Frequently operates a computer and other office machinery to compile and retrieve information, to draft and write, and to handle general and confidential paperwork.
- Occasionally positions self to reach files, binders, etc. above the head and/or near the floor.
- Occasionally must lift and/or move up to 25 pounds.
- Constantly uses vision abilities including: close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.
- Frequently exchanges information in person and/or in writing via telephone and computer.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee is regularly required to

work in a typical office setting and is occasionally exposed to outside weather conditions. The noise level in the work environment is usually at average levels.

- Position works under the direction of the CEO.
- Must be able to work hours of 8am – 5pm, Monday through Friday and be available to work, as needed, hours outside the normal work day.
- Objectives and accomplishments are subject to review by the CEO.
- UWGBACC employees are required to help promote a cooperative spirit within the organization and among its entire constituency.

The information in this job description is designed to indicate the general nature and level of work performed by the employee and does not list all duties of the specific job. You will be assigned other duties. This is not a contract for employment. United Way of Greater Baytown Area & Chambers County is an at-will employer. This job description may be revised by your employer any time.

I have read and understand my job description.

Print Name:	
Signature:	
Date:	

Date description revised: May 13, 2019