



United Way
of Greater Greensboro

POSITION DESCRIPTION

JOB TITLE:	Marketing and Communications Manager
DEPARTMENT:	Marketing and Communications
LOCATION:	United Way of Greater Greensboro
REPORTS TO (Title):	Vice President Marketing and Communications
FLSA STATUS:	Full-Time Exempt
SALARY RANGE:	38,800 to 58,200
UPDATED:	October 2019

POSITION SUMMARY

The United Way of Greater Greensboro Marketing and Communications Manager is a creative, innovative and solution-oriented marketing professional responsible for supporting the completion of work that improves the United Way brand, markets events, and tells stories about positive outcomes.

MAJOR RESPONSIBILITIES / ESSENTIAL FUNCTIONS

The Marketing and Communications Manager is able to complete tasks with a high degree of accuracy and quality. The manager uses creativity and brand standards to communicate via email marketing, social media, print publications and other marketing collateral and has regular interaction with volunteer groups. More specific responsibility areas include, but are not limited to, the following:

- Creating and utilizing email marketing to distribute story, event and volunteer activity content on a regular basis that effectively engages the general public, donors, volunteers and community partners.
- Manage and create compelling content for multiple social media platforms.
- Support planning of and create content for largescale community events, campaign materials, videos, website, digital messages, and mobile giving.
- Draft press releases and additional collateral that supports vision.
- Serve as staff lead for United Way's volunteer-led Young Leaders affinity group cabinet committee.

EDUCATION, EXPERIENCE AND QUALIFICATIONS

- Bachelor's degree.
- Two to three years of experience in a marketing and communication role.
- Proficiency in Adobe Creative Suite and WordPress website management programs.
- Proven ability in managing multiple social media platforms for an organization.
- Volunteer experience with a community-based organization.
- Strong PC/Mac Skills: Microsoft Office.