



United Way
of Greater Greensboro

POSITION DESCRIPTION

JOB TITLE:	Manager, Marketing & Communications
DEPARTMENT:	Marketing and Communications
LOCATION:	United Way of Greater Greensboro
REPORTS TO (Title):	Chief Marketing Officer
FLSA STATUS:	Full-Time Exempt
UPDATED:	May 2022

POSITION SUMMARY:

The United Way of Greater Greensboro Manager, Marketing & Communications 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.

ESSENTIAL FUNCTIONS:

- Use creativity and brand standards to communicate via email marketing, social media, print publications and other marketing collateral.
- Create and utilize 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, create content for, and assist with coordination of small and largescale community events (which may occur on a monthly basis), campaign materials, videos, website, digital messages, and mobile giving.
- Draft press releases and additional collateral that supports vision.
- Engage routinely with volunteer groups, including assisting with meetings, and identifying and volunteering opportunities as needed.
- Support United Way's volunteer-led affinity groups as needed.
- Assist in the development of the department's annual strategic plan and calendar.

OTHER DUTIES:

- Other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Must demonstrate professional maturity and personal accountability.
- Excellent written and verbal communication and presentation skills and the credibility and poise to present to a wide range of stakeholders.
- A strong understanding of nonprofit operations, community issues, and volunteerism.
- Dedication to mission of United Way of Greater Greensboro.

- Proficiency in Adobe Creative Suite and WordPress website management programs.
- Proven ability in managing multiple social media platforms for an organization.
- Must be a positive contributor and influencer to the workplace culture.
- Must be a relationship and team builder/bridge builder.
- Must demonstrate advanced project management skills, and ability to meet deadlines.
- Must demonstrate commitment to customer service.
- Must be creative, innovative, and self-motivated.
- Must demonstrate strong attention to detail.
- Must be proficient in Mac and Office products including Microsoft Excel and Word.
- Must be able to complete tasks with a high degree of accuracy and quality.

EDUCATION AND EXPERIENCE:

- Bachelor’s degree in social media management, graphic design
- Two to three years of experience in a marketing and communication role.

PHYSICAL REQUIREMENTS:

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.

While performing the duties of this job, the employee is required to:

Regularly: 66% of time or more	Frequently: 33% to 66% of the time	Occasionally: 33% of the time or less
Sit	Stand	Climb
Talk	Walk	Balance
Hear	Reach with hands and arms	Stoop
Use hands to handle or feel		Kneel/Crouch
Lifting:	Able to lift 30 pounds without assistance.	
Vision:	Close vision	Distance vision
		Ability to adjust focus

Hazards Exposure: the employee is occasionally exposed to:

The potential of	Working Conditions:	Noise Levels:
	Normal business office	Usually below OSHA limits