

Title: Marketing & Development Director
Full-time / Exempt
\$55k - \$65k



Reports to: CEO

Position Summary:

The Marketing & Development Director is an entrepreneurial and innovative leader that will drive revenue, build strategic partnerships, strengthen the brand, embrace and manage change. The director is responsible for planning and implementing all fundraising efforts, including workplace campaign, direct response, individual giving and developing new opportunities. In support of all United Way of Greater Baytown Area & Chambers County's efforts, the director will develop, implement and measure an organizational marketing and communications strategy to increase awareness and support for United Way of Greater Baytown Area & Chambers County (UWGBACC), to position United Way as a community impact leader and to promote community involvement with United Way. The director will supervise staff and volunteers engaged in fundraising and marketing.

Position Overview of Responsibilities:

- Meet annual goals for marketing projects and fundraising. Create KPI's with CEO.
- Oversee resource development efforts, set and meet annual goals, and provide reports for the CEO, campaign volunteers, and Board of Directors.
- Serve as the staff liaison to the Campaign Committee to ensure volunteers are properly trained and supported in their role to represent UWGBACC and successfully raise funds to support community impact.
- Using UW and market data, evaluate and refine processes to support fundraising success.
- Develop and implement major gift and planned giving strategy.
- Make donor stewardship a priority.
- Develop, plan and manage UWGBACC special events to include donor and volunteer recognition events utilizing research-based information to determine the effectiveness of each event.
- Develop, plan and implement campaign kick-off and year-end thank you event with assistance of Committee – recruit all volunteers needed for events.
- Oversee the creation of engaging content including effective storytelling, copywriting, and editing for UWGBACC's print and digital channels.
- Serve as the staff liaison to the Marketing Committee to enhance awareness and recognition of United Way's brand. Assure that messages are communicated effectively to the community through key UWGBACC constituents (volunteers, agencies, staff, etc.) and communication vehicles (such as printed materials, media, social network, web, advertising, video, and PSAs.)
- Supervise and manage the production or implementation of marketing materials for key projects and initiatives related to UWGBACC impact programs, donor affinity groups, employee giving and community marketing campaigns, making sure key deliverable deadlines are met.
- Coordinate and manage internal and external communications in partnership with the CEO.
- In coordination with the CEO, direct relevant and timely communications both internally and externally as needed during crisis situations.
- Leverage existing brand strategy and guidelines to review and tailor communications for

- print and digital channels for both business and consumer audiences.
- Develop and implement an effective digital media/social media and SEO strategy and implement long-range plan of involvement including measurement standards indicating the impact of the work with the aim of elevating UWGBACC's brand, advancing its mission and increasing support for the organization.
- Execute and manage a wide variety of projects that involve digital campaigns, customer communications, media advertisements, and other marketing requests from internal stakeholders.
- Provide strategic planning and marketing expertise during development of cross-functional UWGBACC initiatives, events, and communications.
- Work collaboratively and cross-functionally to create communications, graphics and e-news and donor reports, ensuring messaging is consistent with the UWGBACCLIVE UNITED brand.
- Provide marketing assistance and support for ongoing, positive working relationships with program partners. Develop co-marketing messages with external partnerships.
- Build solid relationships and maintain current contacts for all key media personnel at print publications, radio, and television stations in the region we serve.
- Provide regular news releases to local media.
- Execute marketing projects with an equity lens, ensuring we are reaching appropriate audiences and authentically representing United Way's work and the communities we serve.
- Ensure proper documents, records and photos are kept and accurately identified and filed as a means of preserving the history of United Way.
- Manage translation of materials into Spanish and other languages, including creating and posting social media content in Spanish.
- Brand development and training of staff and volunteers to ensure alignment with the guidelines established by United Way Worldwide.
- Write articles for submission to local publications and company newsletters.
- Create an engagement plan for volunteers and donors to receive updates, surveys, newsletters, etc.
- Inspire and educate key audiences about important community issues and United Way's work to advance issues and the outcomes of their investment.
- Build a culture of continuous improvement by using data to drive decisions.
- This position requires meticulous attention to detail, nimbleness and ability to operate in a highly-collaborative role.
- Meet or exceed job competencies on a consistent basis.
- Other duties as assigned.

Skills and Specifications

- Proven success in fundraising.
- Proven success in supervising others to achieve key impact goals.
- Sound understanding of marketing principles.
- Excellent writing and editing skills with an ability to tailor communication for multiple audiences.
- Creativity and the ability to supervise the building of creative content.
- Ability to problem solve and operate under tight or evolving deadlines.
- Skilled project manager. Experience with project management and project management software, preferred.
- Experience with social media content, preferred.
- Computer proficiency with Microsoft Office required, including Word, PowerPoint and Outlook, required.

Education and Experience

- Bachelor's degree in business, marketing or organizational development, preferred.
- 3 - 5 years of relevant experience in fundraising and marketing, preferred.
- Human resources and supervision of team experience, preferred.
- A firm mastery of time management and organization.
- Excellent written and oral communication.
- Proven strategic experience/examples and evidence of having utilized brand strategy and guidelines.
- Budget management experience.
- Experience bringing a variety of initiatives and tasks to successful closure in a deadline-oriented environment.
- Experience with creative software: InDesign, Photoshop, Illustrator, preferred.
- Proficiency in basic computer systems, including Excel, Outlook, Word, PowerPoint, required.
- Bilingual in English and Spanish with the ability to speak and write proficiently in both languages, preferred.
- Must have a valid driver's license, automobile insurance, and a reliable vehicle.
- Must be able to manage a variety of projects and programs and able to analyze, interpret and prepare data for internal and external use.
- Must be able to effectively organize and present information in group settings to instill confidence and increase overall engagement.
- Requires the ability to plan and arrange own work in relation to overall set objectives.
- Work will be subject to review and evaluation by CEO.
- Must be able to work effectively both independently and collaboratively.
- Must be a high-energy individual with a positive outlook.

Physical Demands / Work Environment

- Work is primarily performed indoors, within an open office setting with a moderate noise level and occasional exposure to scents. Frequently required to sit/stand at computer in a stationery position.
- Frequently operates a computer and other office productivity equipment, such as copy machine, printer, phone, and fax machine.
- Frequently required to move about inside the office for meetings, access to information, office equipment, etc.
- 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.
- Employee is regularly required to sit, stand, walk, reach with hands and arms, talk and hear.
- Frequently operates a computer and other office machinery to compile and retrieve information, etc. to draft and write, to handle 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.
- Occasional work outside of normal business hours.
- Periodic travel is required.

Applicants can apply by sending their resume and a cover letter to apply@unitedwayqbacc.org. Position will remain open until filled.