



UNITED WAY OF SOUTH HAMPTON ROADS
Marketing Manager

Title:	Marketing Manager
Department:	Marketing
Report To:	Senior Director of Resource Development & Marketing
Date Created:	May 2019

Why Work for United Way:

Do you want to leave work every day knowing that you made an impact? At United Way of South Hampton Roads, you'll work in a fun and supportive environment where every day is a new opportunity to make a difference. If you talk to our employees, the single trait we all have in common is passion. We love what we do, and we do it with conviction and purpose because we know how much our community needs us. You'll learn from some of the best in the business and be constantly challenged in an ever-changing industry. Plus, we offer excellent benefits, opportunities for advancement and a great work-life balance. If you want to be great while doing good, join the United Way team.

If you are motivated, hard-working and passionate, United Way may be the perfect place for you. Successful candidates will have marketing and public relations experience and a positive, problem-solving attitude that doesn't crack under pressure. You must be able to communicate effectively with your team, manage details with ease and act as the keeper of the organization's brand.

Objectives & Expectations:

The Marketing Manager is responsible for advancing the brand and positively positioning United Way as a philanthropic leader and trusted partner in the community. The successful candidate should have an intimate understanding of how marketing campaigns work and be prepared to hit the ground running. This position will manage a graphic designer and marketing coordinator and work closely with the Senior Director of Resource Development & Marketing on approvals and strategy. The Marketing Manager will provide creative direction and oversight for all creative deliverables; create and implement a company-wide integrated marketing plan; collaborate with staff to ensure consistent messaging and uniformity of presentation; measure results and makes adjustments for continuous improvement.

Core Job Responsibilities:

- Execute and/or manage messaging across all platforms including social media, websites, events, print, radio/broadcast, video, direct mail, newsletters, blogs, email, and others as needed
- Develops corporate documents, proposals and communications materials, including design, key messages, copywriting, editing and proofing
- Develops materials for internal stakeholders, including Major Gifts, Campaign, Foundation, Day of Caring, Community and Collective Impact teams and others, as needed
- Ensures all work is high quality, on time, on budget and meets or exceeds internal and external customer expectations
- Work simultaneously on multiple projects and expertly manage multiple deadlines
- See both the minute design details and the bigger brand picture
- Manage a Graphic Designer and Marketing Coordinator
- Keep the Senior Director of Resource Development & Marketing apprised of workflow
- Work with directors of other departments to understand their needs and provide the necessary marketing support
- Identify and attend industry-related professional development opportunities to continually improve skills
- Ensure all work produced is aligned with brand standards and supports the brand story

Key Skills Requirements:

- Bachelor's Degree in marketing, advertising, communications, journalism or public relations (required)
- A minimum of 2 years of experience in corporate messaging, media relations, brand management and copywriting (required)
- Agency experience (preferred)
- Demonstrate ability to work cross functionally as part of a team to accomplish individual and mutually defined goals within specified timeframes
- Superior writing skills
- Must be organized, as well as detail and task oriented to ensure deadlines are met
- Analytical and creative problem-solving skills
- Self-starter with the ability to work with minimum supervision
- Able to take complex conceptions and boil them down to compelling statements
- Proven expertise in social media strategy and execution and a track record of positive results
- Proven management skills with a demonstrated record of setting and meeting goals
- Ability to work independently with a strong work ethic, high degree of self-motivation, initiative and ability to work well under pressure
- Proven track record of executing and/or managing all aspects of marketing
- Excellent presentation, written and verbal communications skills
- High level of professionalism
- Strong listening skills and ability to see new opportunities or broader implications
- Experience developing and managing budgets
- Proficient computer skills, including Microsoft Office suite
- Experience working with WordPress and CRM (preferred)

Interested? Please send your resume and cover letter to humanresources@unitedwaysshr.org. We will continue accepting applications until the position is filled.