WHO WE ARE

Greenville County continues to draw national attention as a popular destination for visitors and a magnet for new development. Despite our success, many people experience a different Greenville. Right now, nearly 60,000 people are experiencing poverty in our county. As the largest poverty-fighting organization in South Carolina, United Way of Greenville County’s unique ability to take on challenges like affordable housing, education, job training, transportation and other complex community issues—all at the same time—is unmatched.

WHAT WE DO

We mobilize individuals and convene partner agencies, corporations and community leaders to make broad, systemic change like no other organization can on its own.

United Way values the abilities and perspectives that make each person who they are, empowering our employees to reach higher, think differently, act innovatively, and work collaboratively. People who work here provide the energy, expertise and creativity that is critical to creating the lasting change our community needs—and the opportunities to succeed that everyone deserves.

As a funder, partner and convener, United Way of Greenville County works with the entire community to build resources, focus investments, and foster partnerships that create lasting solutions to big community problems.

POSITION SUMMARY: VICE PRESIDENT OF MARKETING AND COMMUNICATION

Reports to President & CEO

The Vice President of Marketing and Communication is a member of the organization’s senior leadership team and responsible for development, execution and evaluation of United Way of Greenville County marketing, public relations and communication strategies internally and externally. The person in this role will also provide leadership, vision and direction to a team of marketing and communication professionals.

PRIMARY RESPONSIBILITIES

- Develop and implement comprehensive and cohesive marketing capabilities that increases brand awareness, fosters active engagement and drives generous philanthropic support through storytelling, technology fluency, digital expertise, customer data & insights and data analytics.
- Recruit and retain a talented and diverse team of professionals who work together as a high-performing team. Define the optimal internal organizational structure, necessary roles and headcount, and appropriate vendor/partner relationships to accomplish objectives.
- Set specific, measurable short and long-term goals for department that align with the organization’s overall strategic priorities.
- Build and manage budget to support the marketing plan that yields maximum return on investment.
- Ensure clear, concise and compelling internal communication among staff, board members, volunteers and funded partner agencies.
• Advise the CEO and other senior leaders on marketing, public relations and communication issues as a subject matter expert and active member of the senior leadership team.
• Build relationships with media and stakeholders through creative PR strategies.
• Conduct periodic market analysis to identify challenges and opportunities for growth.

IDEAL CANDIDATE PROFILE

• Bachelor’s degree in business, marketing or related field required. Master’s degree in business or related area preferred.
• 8+ years of progressive marketing experience. 5+ years of direct management experience with demonstrated success leading and motivating teams.
• Expertise with both traditional and emerging marketing tactics as well as ability to deploy the right tactic(s) via the right channel(s) at the right time to accomplish marketing and communication goals.
• While depth and breadth of marketing experience is required, a “small company” mentality (e.g., test quickly, fail quickly, fix quickly) is needed to grow market share in a highly competitive philanthropic marketplace. Think of the organization as a 100-year-old start up.
• Actively listen to ideas from people (including colleagues) with different perspectives. Be collaborative and consensus-oriented, but also assertive with minimal ego. Listen first, then respond.
• Be comfortable and confident speaking publicly to audiences of various sizes (excellent public speaking and presentation skills).
• Be able to demonstrate exceptional skill writing and editing persuasively.
• Have a good sense of humor (take the work seriously, but not yourself or your colleagues).

HOW TO APPLY

Submit your resume and cover letter to talent@unitedwaygc.org with “VP of Marketing” in the subject line.

United Way of Greenville County offers competitive compensation based on prior experience and qualifications as well as comprehensive benefits in order to best support our people. Benefits we offer include: health, dental and vision insurance where United Way of Greenville County pays generously towards the cost of these benefits for employees and their families.

United Way of Greenville County is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.