

COMMUNICATIONS MANAGER

POSITION DESCRIPTION

SUMMARY:

The **Communications Manager** (Digital and Interactive) will drive opportunities to create a strong digital presence and implement effective internal and external communications. An important area of focus will be day-to-day management of digital and online platforms, including development of engaging content and creative imagery for websites, social media, apps, and emails.

DUTIES AND RESPONSIBILITIES:

Websites

- Develop and manage content for United Way websites, providing an effective, user-friendly, and dynamic engagement portal for current and potential stakeholders.

Social Media

- Development and daily management of United Way's social media strategy, including content planning, creation, and analytics.
- Grow engagement of social channels through original content and responsiveness to followers.

Mobile Communications/App

- Develop content and timely updates for United Way's mobile app.
- Ensure all online communications are effectively delivered on mobile devices.

Online/Digital Analytics

- Review and analyze website and social media analytics and offer actionable recommendations to maximize site rankings and increase brand visibility.
- Interact with donors, volunteers and all followers in real time on various web platforms.
- Work with data team to ensure needed tracking measures are in place to improve understanding and interests of unique users.

Content Creation

- Maintain and develop the master content calendar for all web properties.
- Utilize websites and online tools to share stories and show the connection of volunteers and donors to those stories.
- Maintain regular communications with appropriate staff to ensure all website and social media content is up-to-date, compelling and shows United Way's relevance to the community and the issues that impact it most.

- Write engaging copy and develop creative imagery for use across United Way's digital and print platforms, including websites, social media, apps, and emails.
- Assist in writing and creation of email marketing materials, news releases, opinion editorials, event scripts and blog posts.
- Design graphics as needed.
- Photography as needed.

Communications and Marketing Liaison

- Meet with assigned departments monthly to understand their priorities and develop marketing communications plans that will help them achieve their goals and contribute to United Way's overall annual communications strategies. Each marketing liaison will assist their assigned departments in creating consistent United Way brand experiences with all audiences.
- Collaborate with team members to ensure departments, events and initiatives have appropriate communications support.

Additional Job Functions: Although not Essential Job Functions, employee may also be responsible for the following from time to time:

- Participate as Be A Bunny and School Tools team member.
- Carry out staff responsibilities in support of other program areas within the United Way system as assigned.
- Perform other duties as assigned.

Competencies:

- **Awareness and Sensitivity to the External Environment:** Situational awareness; is aware of organization's position in the community and the affect of their words and actions on that position; demonstrates savvy in dealing with internal and external customers; is promoting and affirming in conversations about and on behalf of the organization.
- **Communication:** Speaks clearly, writes effectively and persuasively in positive or negative situations; listens to executives, co-workers, employees and outside advisors in order to effectively and efficiently share information and ideas; demonstrates effective group presentation and meeting skills.
- **Creativity:** The ability to think outside the routine way of doing business and develop new and creative ways of addressing needs.
- **Innovation:** Comfortable and proactive with developing, recommending and introducing new ideas and/or methods.
- **Planning and Organizing/Time Management:** Plans and prioritizes work activities, uses time efficiently and develops realistic action plans; establishes and adheres to deadlines; collects, analyzes and uses data to manage effectively and efficiently.
- **Results-Oriented Thinking and Behavior:** A genuine concern for effectiveness; possesses the desire to get the job done with excellence; mentally, is focused on getting the best results for actions taken; does not settle of mediocrity.

- **Strategic Thinking:** Ability to think long-term, tying together the current operations with a more long-term focus.
- **Teamwork:** Works cooperatively with others in the organization to achieve the organization's mission, values and goals.

Required Minimum Education and Experience:

- Bachelor's degree in marketing, public relations, communications, journalism or related field.
- Two years of relevant work experience.
- Knowledge of principles and practices of marketing and communications.
- Superior writing and verbal communications skills.
- High energy level with excellent interpersonal skills and the ability to perform multi-faceted projects.
- Proven experience in creation and management of e-communications, website and social media content.
- Proficient using Adobe creative suite.
- Self-starter, able to work independently and as part of a larger, cross-functional team.

Preferred Education and Experience

- Three to five years of relevant work experience in the communications field.

Reporting Relationships: Employee reports to the Director of Strategic Communications.

Other Key Relationships:

External: Donors, volunteers, partner providers, other service organizations, local media contacts and outside vendors, including website and app hosts/developers.

Internal: All staff. Primary relationships with Director of Strategic Communications, Vice President of Marketing and Communications and Communications Manager.

For confidential consideration please email cover letter and resume to Robyn Ezzell at rezzell@fgp.com.