



**United Way of
Northwest Vermont**

POSITION TITLE: Marketing and Communications Manager

EMPLOYMENT TYPE: Full Time, Exempt

UNIT ORGANIZATION: Administration

REPORTS TO: CEO

PURPOSE OF POSITION:

The Marketing and Communications Manager will coordinate the organization's overall outreach strategy. Reporting to the Chief Executive Officer, this position will work collaboratively with senior leadership, staff, volunteers and board to develop and implement communication strategies to broaden the impact of United Way of Northwest Vermont's programs and oversee organizational messaging.

KEY AREAS OF RESPONSIBILITY:

Strategy, Vision and Leadership

Develop and implement an integrated strategic communications plan to advance United Way's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences.

Create marketing/public relations strategy that will allow United Way to cultivate and enhance meaningful relationships with targeted external audiences.

Identify challenges and emerging issues. Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.

Serve as communications counselor to United Way leadership and staff.

Operations

Develop communications, marketing collateral materials and electronic communications including United Way's website, new and social media; manage relationships with associated vendors and consultants in production of materials.

Exercise judgment to prioritize opportunities, and prepare talking points, presentations, case statements, grants and other material as needed.

Develop "core" messages and stories to ensure organizational consistency with values.

Actively engage, cultivate and manage press relationships to ensure coverage surrounding United Way programs, special events, public announcements, and other projects.

Oversee the day-to-day activities of the communications function including budgeting, planning, and staff development.

JOB RELATIONSHIPS WITH:

All internal staff, Board of Directors and Key Community Partners of United Way of Northwest Vermont, including relationships with media, volunteers, consultants and donors.

MINIMUM QUALIFICATIONS: (Requirements)

Bachelor's degree in marketing, communications, public relations, journalism or similar required. Masters Degree preferred. Nonprofit experience preferred.

5 years of marketing and communications experience required. Supervisory, management and non-profit experience preferred.

Exceptional written and oral communication skills, with the ability to create effective copy and inspiring stories.

Expert in MS Office products, proficiency in Adobe Suite; CRM database knowledge is a plus.

COMPETENCIES:

Commitment to the mission and values of United Way of Northwest Vermont

High emotional intelligence – empathy, self-awareness

Ability to work independently with minimum supervision and as part of a high-performing team

Organized, able to prioritize, strategically plan, and meet deadlines

Strong interpersonal, relationship building and conflict management skills

Commitment to maintaining an awareness of best practices within the United Way Worldwide Network

PHYSICAL/OTHER REQUIREMENTS:

Position is primarily a normal office setting, requiring long periods of sedentary work at a desk and computer.

Must be willing to work non-standard work schedule including evening, weekends, and other unusual hours on occasion; After-hours event attendance occasionally; Some overnight travel may be required.