**MISSION:** WE WORK FROM THE HEART TO UNITE CARING PEOPLE TO TACKLE OUR COMMUNITY’S TOUGHEST CHALLENGES.

**VISION:** A COMPASSIONATE, VITAL COMMUNITY WHERE PEOPLE HAVE THE EDUCATION, RESOURCES AND OPPORTUNITIES TO ACHIEVE THEIR POTENTIAL.

**DIRECTOR, MARKETING & COMMUNICATION:**

Responsible for the organization’s marketing, branding, media and public relations, campaign promotion, market research, issues management and crisis communication—all essential to enhancing the organization’s brand reputation and community support. Directs the activities of staff and consultants in maximizing marketing opportunities that positively position United Way as a leader and convener of multiple community partners to achieve United Way of the Pierce County’s strategic goals as outlined in the organization’s Success Plan.

**POSITION OVERVIEW:**

The Director of Marketing and Communications reports to the President and CEO and serves as a member of the Management Team. The Director will work in close alignment with peers leading the branding and marketing communications surrounding the organization as a whole and United Way’s community impact programming and fundraising functions to:

- Drive the overall brand awareness of the organization and its mission;
- Increase visibility of the organization’s community work among various stakeholders;
- Create innovative ways to engage corporate and individual contributors;
- Build a culture where the marketing, development and programming functions collaborate, and drive decisions informed by reliable market-tested data.

The successful candidate will be a seasoned professional with demonstrated success leading a marketing and communications effort in the non-profit and/or corporate sectors. S/he should believe in United Way’s mission and is motivated to enhance one of the country’s best-known brands.

**RESPONSIBILITIES:**

**STRATEGIC LEADERSHIP**

The Director of Marketing and Communications plays a key strategic role in the organization’s programming and fundraising. This position is responsible for communicating the organization’s mission; vision and community work to various stakeholders and plays a creative and strategic role in shaping United Way’s marketing strategy. Specifically, the Director will be expected to:

- Develop strategic marketing plans to support the organization's mission, goals and objectives, including positioning, and market and competitive analysis;
- Create and execute innovative marketing and public relations strategies, including both traditional and social media, to guide United Way’s leadership in cultivating and enhancing relationships with the organization’s key...
audiences which include donors, key stakeholders, community leaders and partners, the media and the general public;

- Develop and implement an integrated marketing and communications plan to advance United Way’s brand identity, broaden and increase the visibility of its programs and build a strong public voice;
- Partner with the Management and Leadership Team to develop and implement an internal communications strategy across multiple channels;
- Oversee all aspects of marketing and communications, including branding, advertising, special events, collateral materials, email, sponsorship and partner development.
- Lead and oversee the organization’s website development (design and content), online and social media initiatives; monitor analytics and usage
- Oversee all aspects of public relations, including media relations and community relations
- Plan and execute media campaigns and advertising buys. Ensure consistency of key messages and brand identity. Track return on investment of media buys
- Manage United Way’s brand across all internal departments to ensure continuity.

TEAM LEADERSHIP
The Director of Marketing and Communications actively manages, recruits and develops consultants and staff (e.g. writers, graphic designers, production managers, and digital marketing professionals) as well as vendors to support and further extend the resource of the Marketing and Communications Department. The Director will be expected to judiciously source and manage the use of external vendors and contractors when required.
Specifically, the Director will be expected to:

- Recruit and manage a marketing and communications consultants that supports the development and implementation of the marketing and communications strategic plan;
- Build talent by establishing and communicating performance standards and developing staff to meet those standards.
- Facilitate effective cross-functional teamwork with members of United Way’s programs and fundraising functions.
- Source and manage the use of external resources (e.g., public relations firms, advertising and marketing agencies, photographers, printers, digital media experts, graphic designers, among others).
- Initially oversee the Volunteer and Donor Engagement staff in collaboration with the Impact and Resource Development Team.

DEPARTMENT OPERATIONS AND RESULTS LEADERSHIP
The Director will be responsible for all marketing and communications work generated by the Department. The Director will also be expected to create and manage Department budget and interface with United Way internal finance and IT functions to effectively manage the Department’s administrative processes. Specifically, the Director will be expected to:
Be responsible for the effective operations of the marketing and communications function, including budgeting and planning

QUALIFICATIONS:
- Bachelor’s degree in marketing, communications, business or related field. Advance degree preferred;
- Minimum of 5-7 years of experience in a management role, holding progressively responsible positions in marketing and communications for non-profit, corporate, and/or agency organizations;
- A strong communicator able to interface with a variety of audiences, both internal and external;
Director, Marketing & Communications

FLSA: Exempt __X___  Non-exempt _____  Full-time __X___  Part-time _____  Temporary/Contract_____

- Excellent written and verbal communication and presentation skills and the credibility and poise to present to a wide range of stakeholders;
- Proven success at developing and implementing digital marketing and social media strategies to enhance visibility, engagement and loyalty;
- Extensive experience developing, implementing, and analyzing both traditional and social media metrics;
- Innovative thinker, with a track record for translating strategic thinking into action plans and results;
- Experience building, leading and mentoring a team of marketing and communications specialists;
- Superior management skills, including the ability to advocate for and manage to budget priorities;
- Presence and confidence to project credibility to staff, senior leaders, Board of Directors, media, and stakeholders;
- Self-reliant, problem solver and results oriented;
- Demonstrated ability to multi-task, handle pressure and meet deadlines;
- Proficient with Microsoft Office applications (e.g. Word, PowerPoint, Excel, and Outlook) with solid understanding of key marketing and communication tools (Bonus if the Director has knowledge and skills in Web Content Management Systems, email systems, Google Analytics and other web metrics, Adobe Creative Suite, among others)

UNITED WAY CORE COMPETENCIES FOR ALL STAFF:

- MISSION-FOCUSED: CATALYZE OTHERS’ COMMITMENT TO MISSION TO CREATE REAL SOCIAL CHANGE THAT LEADS TO BETTER LIVES AND HEALTHIER COMMUNITIES. THIS DRIVES THEIR PERFORMANCE AND PROFESSIONAL MOTIVATIONS.
- RELATIONSHIP-ORIENTED: UNDERSTANDS THAT PEOPLE COME BEFORE PROCESS AND IS ASTUTE IN CULTIVATING AND MANAGING RELATIONSHIPS TOWARD A COMMON GOAL.
- COLLABORATOR: UNDERSTANDS THE ROLES AND CONTRIBUTIONS OF ALL SECTORS OF THE COMMUNITY AND CAN MOBILIZE RESOURCES (FINANCIAL AND HUMAN) THROUGH MEANINGFUL ENGAGEMENT.
- RESULTS-DRIVEN: DEDICATED TO SHARED AND MEASURABLE GOALS FOR THE COMMON GOOD; CREATING, RESOURCING, SCALING, AND LEVERAGING STRATEGIES AND INNOVATIONS FOR BROAD INVESTMENT AND IMPACT.
- BRAND STEWARD: STEWARD OF THE BRAND AND UNDERSTANDS HIS/HER ROLE IN GROWING AND PROTECTING THE REPUTATION AND RESULTS OF THE GREATER NETWORK.

PHYSICAL FACTORS / WORKING CONDITIONS
Indoor office environment.
Occasional use of personal vehicle.
Light lifting of supplies.
Occasional non-regular hours

Position is open until filled
To be consider for this position you must submit the following to: KeithB@UWPC.org
1. Complete an UWPC application,
2. Submit a letter of interest indicating qualifications,
3. Submit a resume,
4. Willing to submit at least four references if requested,
5. And, if required participate in a background check and immigration clearance.
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