



United Way of the Virginia Peninsula
11820 Fountain Way, Suite 206
Newport News, VA 23606

How to apply: please send resume and cover letter to [info@ uwvp.org](mailto:info@uwvp.org)

Job Title: Marketing and Communications Manager

Reporting to: Vice President of Resource Development & Marketing

Department: Resource Development

Exempt OR Non-exempt: Exempt

Classification: Full-time

General Summary

Seeking a visionary marketing and communications professional that can bring United Way's evolving brand to life; illustrate our mission and work thru various means of communication; and write in a way that excites, engages and motivates the community to take action. This position works with all departments to maintain consistent messaging. This position is a member of the Resource Development & Marketing team.

Core Competencies for Marketing & Communications

- General marketing acumen: Takes a strategic, long-range view. Sees the big picture and identifies the wants and needs of the United Way's diverse stakeholders (donors, volunteers, advocates, community partners, news media and others). Utilizes integrated storytelling techniques to tell the United Way story, shares keys messages and engages and influences key stakeholders in a compelling and influential way.
- Project management: Ability to brand and promote United Way by framing and packaging mission-focused community-building strategies as products that current and new supporters and donors are eager to buy.
- Create accessible brand experience: Ability to bring the United Way brand to life so that everyone who interacts with United Way experiences the power of our mission. Attentive and responsive to the needs of external and internal customers. Focus on building sustainable relationships with donors through a brand experience designed to create positive sentiment and behavior change, and to increase brand commitment.
- Effective and engaging communicator: Passionately articulate the United Way message in a way that inspires others to act in service to the organization and the community. Works to position United Way as the leader in the community impact.

Functional Responsibilities

- Serve as a spokesperson for United Way, including representing organization in the community at public events, media engagements, on boards and committees, as needed.
- Plan and execute strategic marketing and communications activities including: public relations, communications, advertising, printing and publications, special events and website development.
- Drive digital innovation by overseeing social media, website, electronic newsletter / communications and other mobile products.
- Participate fully on leadership team to help direct overall strategic planning and decision-making for the organization.
- Working with VP, Resource Development & Marketing develop and implement a comprehensive, year-round marketing and communications plan that differentiates the United Way brand, builds relationships with key audiences and works to position United Way as a go-to community impact organization.

With Leadership Team, establish media goals, messaging, objectives and strategies, including establishing relationships with the media; producing and distributing all organization news releases and public service announcements. Responsible for writing articles and speeches related to media events.

- Develop and implement advertising and public awareness program to enhance visibility and awareness of organization.
- Direct all organizational communications, including the newsletters, communication packets and public presentations. Provide counsel to President & CEO and organizational leadership team on internal communications.

QUALIFICATIONS

Education and/or Experience

- Bachelor's degree from accredited four-year college or university required; 5 years related experience and/or training; or equivalent combination of education and experience. Experience working in human services a plus.

Skills/Abilities

- Ability to pay attention to the minute details of projects or tasks to assure accuracy and integrity of all materials and credibility of the organization.
- Ability to balance the need for consensus building and critical decision making.
- Ability to provide to and receive from others, coaching and development to strengthen specific knowledge/skill areas.
- Ability to allocate authority and/or task responsibility to appropriate people.
- Proficient in Outlook, Word, Excel, Publisher and PowerPoint. Working knowledge of design and web software, including Photoshop, InDesign and Dreamweaver.

- Ability to interact with all levels of community, including managers, CEOs, members of press and media, and members of organized labor.
- Strong volunteer management and facilitation skills, with ability to serve both as a team leader and in a support role on a team.
- Demonstrated understanding of or experience in nonprofit or human services organizations.

Language Skills

- Excellent written and oral communication skills are critical.
- Able to write speeches, scripts and articles for publication.
- Capable of effectively presenting information to top management and the public.
- Able to respond to inquiries or complaints from donors, media, regulatory agencies or members of the business community.