

UNITED WAY OF GREATER LAFAYETTE

DIRECTOR OF MARKETING & COMMUNICATION

Reports to: CEO **FT/PT:** Full Time

The Director of Marketing & Communication oversees the UWGL brand, strategic marketing and communication strategies, and special event planning. Director of Marketing & Communication will take a lead role in organization's marketing and public relations efforts in alignment with UWGL mission, priorities, and strategic plan to generate awareness and support of the UWGL.

Position Duties & Responsibilities:

Marketing Planning and Execution

- Develop, along with other team members, the overall marketing strategy and messaging plan including communication with individuals and workplace campaigns to implement marketing and communication plans for UWGL.
- Review current marketing trends and advertisements to determine the effectiveness of different styles and strategies
- Manage and utilize project management tools for viewing project deadlines, status, and outstanding tasks.

Digital platforms

- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Develop and execute strategies for social media, website optimization, email communication, video promotion, and mobile and online campaigns to engage and attract donors to UWGL.
- Spearhead the strategic and tactical execution of marketing campaigns, including design of test/control segmentation, implementation of tests, tracking, results reporting, analysis, and recommendations
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Identifies trends and insights and optimizes spend and performance based on the insights.
- Brainstorms new and creative growth strategies through digital marketing.
- Plans, executes, and measures experiments and conversion tests.
- Collaborates with internal teams to create landing pages and optimize user experience.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Identifies critical conversion points and drop off points and optimizes user funnels.
- Evaluates emerging technologies.

Public Relations/Stakeholder Services

- Develop and maintain relationships with key partners and staff to ensure quality, consistent messaging across all partners and campaigns. Provide talking points and coaching on presentations to stakeholders through Advocacy Training.
- Develop strategic communication for use by key corporate stakeholders.
- Negotiate with media agencies and secure agreements on the production of promotional materials
- Champion a relationship-based culture within the organization and consistently model a customer-service approach in all internal and external interactions.

Writing, Editing and Content Management

- Oversee development of marketing collateral including brochures, news releases, print and web ads, presentations, website, e-mail campaigns, solicitation letters, and other printed and electronic materials.

- Serve as lead editor for all UWGL marketing and communications projects to ensure branding/messaging consistency.
- Review all branded documents and materials before external distribution.
- Develop content and stories for multiple communications channels, internally and externally.

Special Events

- Develop strategy (overall look and feel) and oversee the execution of UWGL Special Events working with other team members as appropriate.
- Develop concepts, themes, and formats for special events for the organization that engage supporters, increase brand awareness, and grow revenue.
- Write or review event scripts ensuring that volunteers and staff are adequately prepared for the run of the event.

Management & Administration

- Supervise, evaluate, and report on the activities of the Marketing & Design Associate and interns, and their ongoing job responsibilities, including goal setting, development, and performance reviews.
- Manage and oversee Marketing & Design Associate workflow & deadlines.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. An individual must be able to work independently with a strong collaborative style. Needs knowledge of Adobe Creative Suite (Photoshop and Illustrator specifically)

Education and/or Experience Bachelor's degree in marketing, business, communication, journalism, public relations, or another related field. Knowledge of the nonprofit sector is a plus. At least 3-5 years of relevant work experience preferred. Proven writing and editing skills.

Core Competencies • Interpersonal Communications • Integrity & Accountability • Customer Service • Strategic Thinking • Diversity & Inclusion • Relationship Building

Work Environment/Physical Demands: The physical and mental demands of this position are representative of those that must be met by an employee to successfully perform the essential job functions. While performing the duties of this job, employee is regularly required to use hands to finger, handle, feel objects, tools, or controls, and talk and hear. The employee frequently is required to sit and reach with hands and arms. The employee is occasionally required to stand, walk, stoop, kneel, crouch or crawl. The incumbent must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. This position includes extended viewing of a computer monitor to perform essential job functions. Work schedule may occasionally involve weekends and/or evenings as needed for special events, programs, etc. There are seasonal times where heavy workloads and deadlines may be pressing.

Note: Criminal background check will be required. This job description is not intended to be all-inclusive. Interns may perform other related duties to meet the ongoing needs of the organization.