



Job Description

The position description is a guide to the critical duties and essential functions of the job, not an all-inclusive list of responsibilities, qualifications, physical demands and work environment conditions. Position descriptions are reviewed and revised to meet the changing needs of the organization at the sole discretion of management.

FUNCTIONAL JOB TITLE: Director of Marketing and Communications

DEPARTMENT: Marketing and Communications

REPORTS TO: Vice President of Marketing and Communications

Position Objective:

The Director of Marketing is a creative and strategic leader who will utilize relationships, partnerships and a variety of communication mediums to position United Way of Long Island as a leader in the community. The Director will effectively communicate United Way's mission and ensure all communication to donors, volunteers and community members is professional, effective and impactful. The Director will increase brand awareness for United Way through advertising and media relations and will support all departments and events with strategic marketing plans, communication and advertising. The position is responsible for writing, media relations, brand standards, United Way reports, website and collateral design, editing, supporting Executive staff with speeches, staff and board messaging, and revenue generating campaigns.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions unless this causes undue hardship to the organization.

Essential Job Functions:

- Responsible for developing, researching, interviewing and writing for a variety of materials for both digital and print, including newsletters, advertisements, executive bios, talking points, speeches, campaign materials, promotional content, fundraising, press releases, op-eds, talking points, social media and websites.
- Write compelling pieces for use in grants, donor appeals and other constituent messaging.
- Proactively generate year-round media coverage of the organization and its activities...this includes scheduling and logistics of interviews and press events.
- Support annual fundraising campaigns through the development and coordination of campaign materials, photos, videos, etc.
- Develop fundraising event-related scripts and videos.

- Create and manage United Way of Long Island's social media presence including Facebook, Twitter, Instagram, Linked-In and YouTube.
- Design and launch email marketing campaigns.
- Coordinate all advertising across the organization with an emphasis on in-kind advertising and no or low-cost marketing opportunities.
- Oversee and provide content for internal communication.
- Develop messaging and implement communication plan for target audiences, including donors and government officials.
- Ensure that website language and architecture creates best possible user experience of all United Way of Long Island Websites, Microsites and Affiliates.
- Develop presentations and materials for staff to use with constituents.
- Increase online stakeholder engagement and contributions.
- Develop bi-monthly report for Board of Directors meetings.
- Recruit and manage the Marketing and Communications internship staff.
- Regularly attend community and agency events, and other events or meetings as needed.
- Maintain professional and technical knowledge by attending educational training and workshops, reviewing professional publications, establishing personal networks, and participating in professional societies.

Other Duties:

- Maintain excellent communication with all staff.
- Attend and participate in Community Impact & Resource Development and other staff meetings.
- Actively participate on the Marketing and Communications Committee.
- May be assigned other tasks and duties reasonably related to their job responsibilities.

Education:

- Bachelor's degree in marketing, communications, public relations or related field.

Skills and/or Experience Required:

- A minimum of 7 years related experience in marketing, communications or public relations.
- Must possess exceptional writing skills, including superior spelling and grammar.
- Ability to operate a personal computer and familiarity with automated office support systems and applications, including Microsoft Office (Word, Excel, Outlook and PowerPoint).
- Knowledge of website design and content development.
- Must have experience in the not-for-profit sector.
- Knowledge of social media platforms and analytics, including Facebook, Twitter, YouTube, Instagram, Linked-In among other trending tools.
- Mature, detail-oriented, able to work well under tight deadlines, and work independently, as well as collaboratively and with a team.
- Strong project and time-management skills.

Communication Skills:

- Must be highly skilled at communicating with community, corporate and labor partners on a regular basis to ensure organizations are recognized and stories are captured and shared with United Way supporters.
- Excellent media communications skills, including the ability to act as spokesperson as needed.

- Must have excellent communication skills and the ability to be highly engaged with all stakeholders – internal and external.
- Ability to respond to inquiries or complaints, including those of a sensitive and confidential nature, from any of the following, if applicable, under a variety of circumstances, including adversarial situations, but not limited to: donors, volunteers, managers, employees, vendors or applicants.
- Ability to effectively present information to clients, top management and staff in verbal and written formats.

Mathematical Skills:

- Ability to perform basic mathematical skills, such as addition, subtraction, division and multiplication.

Reasoning Skills:

- Ability to define problems collect data, establish facts and draw valid conclusions.
- Ability to solve practical and intellectual problems utilizing principles of logical thinking.
- Ability to work within general guidelines and minimal supervision.
- Ability to organize, prioritize and execute responsibilities in the face of conflicting priorities or unexpected situations.
- Ability to recognize the need for confidentiality of information and to maintain such confidences.

Physical Demands:

- Regularly required to speak clearly and hear the spoken word well.
- Regularly required to physically operate routine office equipment such as telephones, computers, printers, copiers, etc.
- Regularly required to utilize near vision ability to read data and documents, including spreadsheets and reports, in printed form and on computer screens.

Work Environment:

- Noise level is consistent with levels usually present in an office environment.
- Hazards present are consistent with those common to an office environment.

Email Resume and Cover Letter: devera@unitedwayli.org

Subject Line: Director of Marketing and Communications