



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.

JOB TITLE:	Vice President of Marketing, Communications and Events
DEPARTMENT:	Marketing & Communications
REPORTS TO:	President & Chief Executive Officer
DATE:	February 2026

Position Objective:

Oversee all aspects of marketing, public relations, media relations and events for the organization, including digital, print, broadcast and social media.

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

Essential Functions

- Actively develop media plans, releases and advisories to secure media coverage.
- Develop organization's marketing plan and advertising schedule.
- Oversee Event Staff for successful execution of all annual events.
- Oversee all content development on website/social media.
- Provide supervision and support to department staff.
- Direct United Way of Long Island's Marketing Committee.
- Maintain and improve organization's brand and image through integrated marketing vehicles.
- Develop new marketing, communications, events and other revenue generating initiatives.
- Represent United Way of Long Island at business, marketing and networking functions to increase engagement opportunities for United Way.
- Provide assistance to other departments with messaging, presentations and speeches.
- Serve as a member of the senior management team helping to set the strategic direction of the organization.
- May be assigned other tasks and duties reasonably related to their job responsibilities.

Educational Requirements

- Bachelor's degree in communications, journalism or related field, or equivalent experience.

Skills and/or Experience Required

- At least seven (7) years' experience in corporate and/or non-profit Marketing & Communications.
- Strong staff and project management experience.
- Experience and advanced knowledge of social media.
- Experience working with writers, designers, photographers, printers and members of the media.
- Experience overseeing special events and sponsorship programs.
- Ability to respond to internal or external inquiries or complaints, including those of a sensitive/confidential nature.
- Effective presentation and public speaking skills.
- Ability to effectively communicate and nurture working relationships with all levels of management and staff, volunteer leaders and public officials.
- Competent in computer/technology applications that are consistent with the position.

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 confidence.

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, 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.

Salary Range:

\$90,000 to \$120,000

Please forward cover letter and resume to Susan Corso at susan@unitedwayli.org