**United Way of West Florida**

**Position Description**

**Latest Revision Date:** March 2025

**Position/Title:** Marketing Manager

**Reports to:** VP of Philanthropy and Communications

**Exempt/Non-exempt:** Non-Exempt

**Pay Rate**: $21.00 per hour

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**General Description:**

The Marketing Manager supports the VP of Philanthropy and Communications in creating, developing, and executing communications and marketing strategies that further the mission of United Way of West Florida. This position provides marketing, communications, and brand management support to all aspects of UWWF's work, with the goal of positioning UWWF as a thriving United Way. They oversee United Way of West Florida’s varied and integrated communications products and services, including the design and development of marketing collateral tools, newsletters, and other print publications; web, e-news, and other online communications; media and public relations; and other marketing-related events and activities.

**Essential Duties and Responsibilities:**

* Help develop and lead the implementation of an integrated strategic marketing & communications plan utilizing various media to advance UWWF’s brand identity; broaden awareness of its priorities, funded programs, and initiatives; and increase the visibility of its services across key stakeholder audiences.
* Help develop a marketing/public relations strategy with the VP of Philanthropy and Communications that will allow UWWF’s leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
* Help monitor progress and effectiveness of strategies to inform adjustments, inform future decisions, and drive for greater results. Maintain knowledge of best and promising practices from other United Ways and other organizations that could be adapted to meet UWWF’s goals.
* Oversee the development, execution, production, and distribution/placement of UWWF’s print and electronic communications including the annual report, newsletters, ads, marketing collateral materials, news releases, etc.
* Collaborate with the Community Impact team to develop timely, effective, and compelling messages for staff and volunteers to use, and to ensure cohesive messaging and UW brand experience for donors and key stakeholders.
* Monitor marketing performance metrics and provide regular reports on effectiveness.
* Provide monthly marketing reports to the VP of Philanthropy and Communications & VP of Impact Services.
* Directly supervise Marketing Coordinator and communications intern. Oversee volunteers and interns on a project basis, as assigned. Perform supervisory responsibilities in accordance with the organization's policies and applicable laws.
* Positively represent UWWF at networking activities, events, partner agency events, and other outside activities that contribute to relationship building and visibility.
* Perform other general and administrative duties as assigned.

**Educational Requirements:**

* A bachelor's degree in marketing, communications, journalism, or a related field is required.
* Minimum of 2-3 years of proven success in marketing, communications, events, development, or social media.

**Experience and Skills:**

* Excellent communication skills, both written and verbal.
* Proficiency in HTML is preferred for web content management.
* Ability to build strong relationships.
* Ability to manage and prioritize multiple tasks.
* Strong customer service skills.
* Outgoing personality with the capacity to motivate and inspire others.
* Self-motivated.
* Proficient in Microsoft Office.
* Proficiency with Canva and other web-based applications/platforms.
* Strong analytical skills.
* Team player.
* Must be able to travel throughout service area of United Way.
* Ability to work atypical and extended hours during the week.

**United Way Core Competencies:**

* Mission-Focused: Catalyze others’ commitment to mission to create social change that leads to better lives and healthier communities.
* 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 their role in growing and protecting the reputation and results of the greater network.