

**Position: Director, Marketing & Engagement****Reports To: President/CEO****Position Status: FT, exempt, EOE**

**Scope of Position:** The Director, Marketing & Engagement will serve as a member of United Way of Larimer County's leadership team. The Director is responsible for marketing and communication functions for the organization, with a focus on writing, website and collateral design and editing, and revenue generation via UWLC engagement with donors, volunteers and other constituents. The Director will also manage and develop community/individual volunteer programs that provide high quality engagement opportunities for Larimer County residents.

**Essential Job Functions:****Community/Individual Volunteer Engagement**

- Analyze volunteer efforts and create a plan to make volunteer events/initiatives revenue positive.
- Track volunteers and increase volunteer to donor conversion.
- Track ROI for advertising; develop and implement communication cost savings.
- Cultivate committee members, volunteers and donors.
- Increase utilization of interns and volunteers to reduce marketing and personnel costs.

**Budgeting, Efficiency & Metrics**

- Work with UWLC cross departmental team to reduce marketing costs.
- Coordinate all marcomm/promotional purchases across the organization.
- Manage budget for all advertising, promotional items, communication/marketing materials, event marketing costs and other marcom expenses.
- Track ROI for advertising; develop and implement communication cost savings.
- Implement procedures to streamline and coordinate all marcomm efforts across the organization.
- Develop strategy and goals for volunteer engagement and marcomm activities with measurable outcomes.

**Staff Supervision**

- Manage staff, interns and volunteers.

**Communication & Marketing**

- Coordinate all advertising/pr across organization with an emphasis on in-kind advertising and no/low-cost marketing opportunities that increase UWLC's exposure and standing within the community.
  - Work with RD to develop business plans and materials for corporate sponsorship packages, Business Cares packages, Board Bank, Poverty Simulation, Partner Summit and SOC.
  - Create, organize and disseminate online & print materials for UWLC.
  - Participate in SOC planning committee.
  - Implement protocols and quality control measures to ensure the quality and accuracy of communication is consistently excellent.
  - Oversee and provide content for internal communication.
  - Develop messaging and implement plan to update all communication platforms and audiences accordingly.
  - Simplify website language and architecture to create a better user experience.
  - Work with staff and board on refinements to mission statement, vision and messaging.
  - Write speeches, talking points, articles and marketing pieces for online and print sources.
  - Edit/ approve print and online marketing, media and donor communication.
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- Oversee media relations and write pieces for publication to highlight the work of UWLC.
- Develop presentations and materials for RD, CI and ME staff to use with constituents.
- Work collaboratively with expert consultants on crisis communication as necessary.
- Increase online stakeholder engagement opportunities.
- Develop and analyze surveys that track stakeholder opinions.
- In coordination with the Executive Director and other staff, develop organization and departmental marketing and communications strategies to advance the goals and objectives of UWLC.
- Create an annual report.
- Improve BOD materials to increase engagement.
- Write compelling pieces for use in grants, newsletters, donor appeals and other constituent messaging.

**Other Job Functions**

- Other duties as assigned

**Skills and Specifications**

Effective Team Member	Group/Meeting Facilitation	Public Speaking	
Multi-project Coordination	Analytical/Critical Thinking	Proactive & Solutions Focused	Strong
Writing Ability	Positive Attitude	Commitment to Learning	

**Education and Qualifications**

Education: Bachelor’s degree required

**Qualifications:**

- Five or more years of professional experience that includes marketing, development, community relations, and/or nonprofit/volunteer administration
- Event planning experience
- Track record of successful sponsorship solicitation or other revenue generation within a nonprofit setting
- Andar or other CRM experience
- Proven ability to grow and retain donors, volunteers and sponsors
- Computer skills in Microsoft Office (Word, Excel, and Outlook) and PowerPoint
- Strong graphic design skills, including ability to create and edit pieces in Photoshop and AI
- Website design/HTML experience. Ability to update content and images online
- Strong project management skills
- Experience working with and managing volunteers
- Ability to prioritize tasks and handle multiple tasks concurrently and completely, with responsible follow-through
- Able to initiate and complete tasks and programs independently
- Strong organizational and time-management skills
- Hardworking, proactive, innovative, self-reliant, and detail-oriented
- Excellent writing and editing skills

The above qualifications and duties are to be considered representative of the duties of the above-referenced role. This listing should not be considered comprehensive; over time, the needs of the organization and of this role may change.

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Printed Name

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Signature

Date

Supervisor Signature

