

**Position: Marketing Manager**

Reports to: Director of Marketing & Engagement

Position Status: Full Time, Exempt, EOE

**Scope of Position:** Serves as a member of the Marketing & Engagement Department, developing and executing county-wide marketing tactics for United Way of Larimer County, focusing on email, social media, online fundraising, collateral material development and website management.

**Essential Job Functions:**

**Marketing & Communications**

- Oversee United Way and Be Ready websites, including technology and strategy evolution, maintenance and support:
  - Support Director of Marketing & Engagement in an effort to simplify website language and architecture to create a better user experience
- Execute all mass email communications as well as develop content, monitor performance and manage shared platform:
  - Oversee United Way of Larimer County staff in implementation of mass email communication, including the creation of templates and content management
- Manage social media channels, including strategy development, content creation and advertising implementation for United Way of Larimer County and Be Ready
- Collaborate with other members of the Marketing & Engagement department to develop storytelling content for blog, newsletters, video, etc.
- Work with Director of Marketing & Engagement as well as contract graphic designer to develop collateral materials in support of entire organization
- Support Resource Development in improving online fundraising presence. Assist Engagement Staff in strengthening online volunteer portal

**Staff Supervision & Collaboration:**

- Hire and manage marketing interns
- Serve on cross-departmental groups, as applicable
- Support Director of Marketing & Engagement as needed. Activities may include coordinating schedules, meeting attendance, correspondence, budget management and administrative support

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### **Community Engagement:**

- Provide logistical and promotional support for large community events, including State of the Community, Make A Difference Day, WomenGive luncheon and others.
- Support overall department goals for constituent engagement

### **Qualifications:**

#### **Education:**

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

#### **Required Experience:**

- Minimum of two years relevant professional experience
- Excellent written and verbal communication skills
  - Knowledge of AP Style preferred
- Strong attention to detail as well as demonstrated ability to manage and prioritize multiple projects in fast-paced environment
- Quick learner and flexible team player
- Strong technology skills, including experience management multiple social media platforms, website content management experience (CMS)
  - HTML experience preferred
- Highly proficient in Microsoft Office. Experience with Adobe Creative Suite preferred
- Email marketing experience required
- CRM database experience preferred
- Commitment to excellence and to United Way of Larimer County's mission and goal

### **To Apply:**

Send resume and cover letter to [jobs@uwaylc.org](mailto:jobs@uwaylc.org) with Marketing Manager in the subject line.