



United Way
of Amarillo & Canyon

POSITION DESCRIPTION

Position Title: Marketing & Communications Director

Salary Range: \$60,000

Category: Full-Time

Status: Exempt

Location: Amarillo, Texas

Reports to: CEO/President

Work Schedule: 8:30 am- 4:30 pm Monday – Friday; must be available to work early mornings, late evenings, and weekends, as needed. Travel Required: Local travel in the service area; some travel to State and Regional meetings.

POSITION OVERVIEW

The Marketing & Communications Director must have:

- Ability to establish goals and objectives and to implement an appropriate plan of action.
- Ability to set priorities.
- Ability to work well with volunteers, other service providers to communicate the role of the volunteer and the service agencies that United Way funds.
- Ability to work with all other staff to glean information to present to the public.
- Ability to make public speaking and presentation when asked.
- Ability to research materials to present correct and interesting information.
- Ability to produce brochures and flyers for promotional efforts.
- Ability to work with media to produce materials for information dissemination.
- Ability to manage and adhere to set timeline and meet strict deadlines.
- Ability to be flexible on last minute changes and requests.

*Emotional stability and personal maturity are important attributes. Employee must consistently communicate in a professional manner.

ESSENTIAL DUTIES

Leadership Responsibilities

- Acts as a communications resource, providing year-round visibility for United Way.
- Represents United Way at conferences, functions and speaking engagements, presenting a professional image, and advocating community impact.
- Develops strategic partnerships with other United Ways, not for profit organizations, agency leaders and other organizations.
- Monitors major changes in the marketplace, both philanthropic and economic, and provides ideas and suggestions. Attends appropriate meetings, seminars, and events.

- Represents United Way as needed in public venues such as at workplace campaigns, special events, community activities and organizations. Requires flexible schedule in order to attend events that may occur in the early morning, evening and weekends.
- Provides staff leadership and support to both internal and external UW committees as assigned and any other duties, special projects as assigned.

Marketing/Communication Responsibilities

- Develops annual marketing plan with assistance and review from the Marketing and Communications Committee, the Board of Directors, and the CEO/President with year-round communications efforts.
- Implements those components of the marketing plan requiring year-round communication support and monitors for effectiveness.
- Research, tests, and implements new communication techniques and materials.
- Provides branded materials to support organizational focus on community impact.
- Serves as content manager/copywriter/graphic designer for organizational publications, including e-newsletter, year-round communications, newspaper inserts, website, and leadership and campaign support materials.
- Promotes community initiatives and partnerships to inform/engage community and donors with United Way's impact priorities.
- Stays abreast of and utilizes United Way resources for branding, communications, etc.; serves as resource for United Way branding rules and regulations within the Amarillo & Canyon United Way.

Media Relations Programs Responsibilities

- Maintains frequent contact with area print, broadcast, and on-line media outlets to improve the quality and depth of coverage of United Way.
- Produces on own initiative, and on request, news releases and public service announcements for placement with local and regional media.
- Plans and oversees implementation of regular media briefings with key United Way volunteers and select media representatives (print and electronic media).
- Provides advice, guidance and support to local corporations including, but not limited to, suggestions, graphics, incentive programs/contests, and news/feature stories.
- Provides assistance to United Way staff and/or volunteers in the creation of presentations to community groups, providing audio-visuals, etc. as required.

Design/Production of Material Responsibilities

- Responsible for the design, production, and quality of all printed and electronic material, including, but not limited to, the Annual Report, all campaign-related material, and all year-round communications program material, print advertisements and public service announcements.
- Writes, designs, produces, and supervises mailings of newsletters and public information materials.
- Solicits bids for same from vendors, and within approved budgetary guidelines, contracts for production.
- Responsible for maintenance of photography and audio-visual productions; maintains files of photographic materials for use in United Way publications and presentations; creates, on request, audio-visual presentations for use by United Way volunteers and/or staff.

Annual and Special Events Responsibilities

- Works with the leadership team to plan, organize, and execute United Way events and other public functions as required and approved.
- Responsible for communications aspects of the event budget, with oversight from the CEO/President, to include production of printed pieces, i.e. invitations, programs, etc.
- Provides input for post-event critiques, with recommendations for improvement to the CEO/President

Resource Development Support

- Works with Resource Development team to develop an annual marketing budget and action plan for support of resource development and advertising. This plan will outline the specific level of support that will be needed.
 - Design and production or purchase of workplace campaign collateral materials (brochures, posters, billboards etc.).
 - Selection and purchase of promotional items (balloons, pins, giveaways, etc.).
 - Solicitation of in-kind donations from area businesses.
 - Direct mail preparation.
 - Database query and report support.

Evaluation and Measurement Responsibilities

- Utilizing market research techniques, tests and evaluates the effectiveness of the year-round communication plan.
- Evaluates and analyzes all marketing efforts and develops appropriate strategies to address the results.

Volunteer Development Responsibilities

- Targets and cultivates new sources of volunteer leadership throughout the community.
- Develops effective marketing and communications volunteers by recruiting and selecting, training, coaching, and assessing performance.
- Works closely with Coordinator of Resource Development and volunteers to ensure a centralized and consistent system for volunteer recruitment and retention.

Staff Support to Selected Committees and Governing Bodies

Provides direct, primary staff support to:

- Marketing Committee

Provides indirect, secondary staff support as required to:

- Board of Directors
- Resource Development Committee

Staff Support to United Way Programs

- As assigned by the CEO/President.

Relationships

EXTERNAL: Area media, agency staff and volunteers, campaign volunteers and the general public.

INTERNAL: Marketing committees and subcommittees and all office staff

The major responsibilities of this position include, but are not limited to:

- Develop and coordinate all avenues of written and verbal communications including brochures, pledge-cards, annual reports, leadership books, advertisements, public signs and displays.
- Develop radio ads, news releases and TV production.
- Work with volunteers to develop communication plan/strategies.
- Build good rapport with media to facilitate consistent press coverage.
- Consistently provide press on volunteer activity, with photos.
- Educate volunteers & community on activities, goals, mission of organization.
- Maintain organization's website, providing up-to-date information to the Web-developer.
- Maintain organization's social media pages (including but not limited to) Facebook and Instagram
- Maintain and properly utilize Constant Contact.
- Publish quarterly newsletters to educate and inform the public about United Way.
- Promote and assist with special events in conjunction with staff & volunteers.
- Coordinate direct mail for campaign solicitation, and thank you pieces for contributors, in

conjunction with the Sr. Director of Resource Development & CEO/President.

- Assume responsibility for distribution of all direct mail campaign solicitations.
- Assist the Sr. Director of Resource Development with campaign responsibilities, as requested.
- Assist in the allocations process, as necessary.
- Promote the United Way through personal presentations, when asked.
- Assist in the development and maintenance of agency timeline.
- Consistently review updates and information from United Way of TX & United Way Worldwide
- Support organization's programs.
- Other duties assigned by the CEO/President.

MINIMUM QUALIFICATIONS

Employee must possess a bachelor's degree in communications or public relations. (Equivalent experience can be substituted for the educational requirements.)

Minimum 3 years' experience in a related field with public relations, writing and editing background while demonstrating the ability to manage multiple projects and operate in a deadline-oriented environment. Demonstrated experience in design, layout, and production of marketing communications materials.

Employee must have excellent writing, speaking skills and presentation; good organizational skills; the ability to work with and manage volunteers; good follow through ability.

Employee must be computer literate with knowledge of Word, Excel, Desktop publishing and graphics skills: Adobe, InDesign, Illustrator, Photoshop, Premiere Pro and Quark Xpress

Employee must have a valid Driver's License.

PHYSICAL DEMANDS

The environment for this position is an open office that is mostly clean and comfortable. It may include some minor annoyances such as noise, odors, drafts, etc. The incumbent is in a non-confined office-type setting in which he or she is free to move about at will.

The incumbent, in the course of performing this position, spends time writing, typing, speaking, listening, lifting (at least 25 pounds), seeing (such as close, color, peripheral vision, depth perception, and adjusted focus), sitting, pulling, walking, standing, and reaching.

The incumbent for this position may operate any or all of the following: telephone, cellular telephone, copy and fax machines, adding machine (calculator), computer terminal, and related printers.

The incumbent in this position must be able to accommodate reading documents or instruments, detailed work, problem-solving, customer contact, reasoning, math, language, presentations, verbal and written communication, analytical reasoning, stress, and multiple concurrent tasks.

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as exhaustive of all responsibilities, duties, and skills required of personnel so classified.

To apply, please email your cover letter and resume to Jackie@uwamarilocanyon.org.