



Position: Director of Marketing and Communication

Type: Full-time, Permanent, Exempt Position

Reports to: Vice President of Resource Development

Department: Resource Development

Position Summary:

Responsible for the marketing, branding, media and public relations to positively position United Way within Monterey County. Communicates impact of United Way Monterey County (UWMC) to the community, donors, nonprofit organizations, partners and other supporters to increase resources, attract partners and build relationships to fulfill our mission.

Duties include:

- Ensure United Way brand standards are maintained through all communications channels.
- Direct and coordinate implementation of customized communications, media marketing, individual and online strategies and programs targeted at key audiences and the general public.
- Work in collaboration with agency, community and initiative partners to present the collective impact we make together in improving lives in Monterey County.
- Develop and implement marketing campaigns to heighten engagement, increase audience size, and drive action with the ultimate goal of supporting services and mission.
- Track and analyze performance of various channels, prepare reports and share data as needed.
- Cultivate relationships with local media to garner positive press coverage.
- Serve as the official media spokesperson.
- Develop collateral material in support of services and fundraising campaigns.
- Educate staff on available communications assets, importance of consistency and standards.
- Work within the organization to ensure dynamic and updated content on website and social media channels.
- Supervise part-time Marketing Associate and various interns and volunteers as needed.
- Develop and maintain budget for marketing and advertising.

Core Competencies:

- *Mission oriented* – Performance and professional motivations are driven by a commitment to creating real 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 United Way brand and understands his/her role in growing and protecting the reputation and results of the organization and greater network.

Qualifications:

- Ability to communicate internally within the UWMC team and externally to diverse audiences with knowledge, diplomacy, patience, and tact.
- Must be able to balance brand voice guidelines with the more informal nature of social media channels.
- Excellent writing, editing, copyediting, and proofreading skills.
- Experience with various software including Microsoft Office Word, Excel, PowerPoint, Publisher; Drupal (web design).
- Must be self-motivated and self-directed.
- Proven ability to prioritize, follow through, multi-task, pay attention to details, work within tight deadlines and manage time well.
- Ability to work independently and to collaborate effectively on multidisciplinary creative teams.
- Strong storytelling skills.
- Good interpersonal skills and discretion.
- Bachelor's Degree in marketing, communications, or a related field.
- 3-5 years experience in marketing and/or communications.
- Passion for community change, improving lives through access to financial stability, health and education.
- Bilingual Spanish encouraged.
- **Physical Requirements:** Position requires sitting and using a computer keyboard and screen for long periods of time, moderate physical activity including walking and carrying objects up to 25 lbs. Must possess a valid California driver's license and reliable transportation.

Compensation: Commensurate with experience.

Benefits: Benefits include healthcare, dental, vision, retirement plan, disability, life and generous paid time off and holiday policies.

How to Apply: Interested applicants are encouraged to submit a cover letter and resume by email to tina.engquist@unitedwaymcca.org.

United Way Monterey County is an Equal Opportunity Employer.

March 30, 2018