

Job Description: Director of Marketing and Communications

About United Way of the Greater Triangle:

With a bold mission to invest in community-driven solutions that advance racial and economic justice, United Way of the Greater Triangle (UWGT) is building the team to work together to realize that mission. UWGT is building the team to invest, convene and amplify our work and the voices of those most impacted by it. By facilitating meaningful constituent engagement, communicating and elevating the stories of our work and the work of our partner organizations as well as the broader nonprofit and philanthropic communities, this role helps realize our mission for a greater, more just Triangle community. If you are a dynamic storyteller, strategic thinker, and marketing visionary, we want you to apply to be our next Director of Marketing and Communications!

Position Overview:

Reporting to the Chief Outreach Officer, the Director of Marketing and Communications will lead the charge in shaping and executing marketing and storytelling strategies that elevate UWGT's brand and amplify its impact. From crafting compelling narratives to overseeing multi-channel campaigns, this role is critical in building awareness, engaging stakeholders, and driving meaningful action. As a key leader, you will work closely with the programs and philanthropy teams, champion innovation, and ensure the organization's mission shines brightly across all platforms.

Major Responsibilities:

Strategic Leadership

- Develop and implement marketing strategies that enhance brand visibility, grow diverse audiences, and align with organizational goals.
- Collaborate across departments to ensure cohesive storytelling and strategy execution.
- Leverage trends and technologies to keep UWGT's brand innovative and impactful.

Content Creation and Brand Management

- Oversee the creation of compelling, multi-channel content that amplifies UWGT's mission and impact.
- Ensure consistent messaging and visual identity across digital, print, and social media platforms.
- Partner with stakeholders to craft narratives that highlight programmatic outcomes and community stories.

Digital Marketing and Engagement

- Lead social media and email marketing efforts, fostering meaningful engagement with diverse audiences.
- Develop and implement SEO strategies to improve digital visibility and performance.
- Monitor and analyze engagement metrics to refine strategies and optimize results.

Public Relations and Advocacy

- Manage media relations, internal messaging, and public relations efforts to amplify UWGT's mission.
- Represent UWGT at events and community engagements, promoting the organization's values and impact.

Performance Tracking and Reporting

- Use data analytics to evaluate the success of marketing initiatives and adjust strategies accordingly.
- Provide regular updates on campaign performance, highlighting key metrics and outcomes.

Required Competencies:

- **You're Passionate about Economic and Racial Justice:** You have a demonstrated commitment to advancing economic and racial justice and are eager to amplify UWGT's mission through compelling storytelling and marketing strategies.
- **You're a Brand Champ:** You're skilled at crafting and executing strategies that ensure brand consistency while resonating deeply with diverse audiences.
- **You're a Proven Marketing Wiz:** From multi-channel campaigns to analytics-driven decision-making, you have a proven ability to lead teams and deliver results.
- **You're an Innovator:** You bring creativity and big-picture thinking to every challenge, always seeking fresh approaches to engage and inspire.
- **When You Talk, Others Listen:** Your writing and storytelling skills captivate audiences, and you're adept at tailoring messages to resonate across platforms.
- **You're Data Obsessed:** You leverage analytics to inform decisions and measure success, valuing both numbers and stories as critical tools for impact.
- **You're a Dream Teammate:** You thrive in team settings, fostering relationships and working across departments to achieve shared goals.
- **You're Adaptable and Optimistic about the Future:** You embrace change with a solutions-oriented mindset, maintaining positivity and resilience in dynamic environments.

A glimpse into your first 90 days:

- Immerse yourself in UWGT's mission, values, and current marketing initiatives.
- Build relationships with teammates and key stakeholders.

- Evaluate the current state of marketing and communications, identifying opportunities for growth and alignment.
- Begin developing strategies for key initiatives, including digital campaigns and community storytelling efforts.
- Lead initial execution of upcoming marketing campaigns and events, bringing fresh ideas and energy to the table.

Other Requirements:

- Bachelor's degree or 5+ years of equivalent experience in marketing, communications, or related fields.
- Proven track record of success in marketing leadership roles, ideally within nonprofit or mission-driven organizations.
- Passionate about the mission of UWGT and advancing equity in all aspects of work.

Application: Does this sound like you? We want you to apply by submitting your resume and cover letter to jobs@unitedwaytriangle.org by March 6th 2025. The salary range for this position is \$87,700 - \$107,700 alongside a generous benefits package, including medical, dental, 401K matching, and a hybrid work environment.

United Way of the Greater Triangle is committed to fostering an inclusive and equitable organization that strives for equal opportunity in all its endeavors. We aim to create a welcoming environment, enable success for all, promote fairness, civility, and respect, and honor the diverse voices within our organization and the Greater Triangle community.