

SIOUX EMPIRE UNITED WAY
POSITION DESCRIPTION
(Exempt)
Last updated 7/6/2022

POSITION TITLE: Marketing Director

REPORTS TO: President

POSITION SUMMARY:

Oversee and execute all marketing activities for Sioux Empire United Way (SEUW). Collaborate with the staff of SEUW, the Marketing Division Chair and volunteers to carry out their responsibilities, as related to marketing materials and technology needs.

KEY RESPONSIBILITIES:

- Understand why people in the Sioux Empire give to United Way and maximize our ability to reach both givers and prospective givers. Understand the various functions of United Way and our agencies and communicate them to the public. Communicate our impact to the public.
- Develop marketing plans and timelines while balancing an annual department budget. Review plans with the President, staff, and volunteers.
- Work with a marketing firm and staff to develop campaign materials including videos, brochures, posters, PSAs, and assess new tactic opportunities as needed.
- Create and maintain brand and editorial standards and apply them when creating in-house marketing.
- Propose ideas for various annual events and work with the staff and volunteers to design and implement these events.
- Maximize year-round media coverage through radio, TV, and print sources including PSAs, coverage of press conferences, and news coverage.
- Develop email updates highlighting key activities such as the goal announcement, campaign kickoff, company rallies, and campaign results. Write compelling stories about people making a difference in our community through SEUW.
- Assure that meetings are scheduled, agendas developed, reminder calls made, and minutes provided for all Marketing Division meetings and its subcommittee meetings. Share the results of these meetings with the United Way President and staff.
- Attend SEUW Board meetings.

- Evaluate the effectiveness of marketing activities through focus groups and volunteer feedback.
- Update and maintain SEUW's website throughout the year, including all online giving and e-pledge platforms, working directly with campaign and finance staff.
- Update and maintain SEUW's social media presence throughout the year.
- Oversee and track all IT equipment needs, computer purchase rotation, running updates on the server regularly, serve as point-person for IT vendors.
- Others duties may be added, within the scope of marketing and technology for SEUW, as needed.

Work Relations:

Sioux Empire United Way is a team-oriented organization, both in terms of staff interaction, and in support of the volunteers. The Marketing Director will work closely with all team members, as well as several volunteers.

Work Conditions/Equipment:

The majority of the work will be indoors with some outside work to visit agencies or companies or volunteers. Frequent local travel required. Regularly use basic office machines and computer equipment.

Hybrid in-office and remote work options are available.

Minimum Qualifications:

- Bachelor's degree in Marketing or Mass Communication or equivalent education and experience.
- Excellent oral and written communication skills.
- Teamwork skills and experience.
- Computer skills required.