



## CONTENT MANAGER

### SUMMARY

The Content Manager is responsible for developing and managing a content strategy that drives community engagement of United Way's target audiences, strengthens its brand, and supports the organization's mission. This position will collaborate with the Marketing & Communications team, other internal teams, and external stakeholders to craft compelling narratives that amplify the impact of UWROCFLX's programs and initiatives.

### ESSENTIAL FUNCTIONS

- Develop and implement a content strategy that aligns with United Way's objectives, target audiences, and brand guidelines
- Create and manage editorial calendar to deliver timely content across various digital platforms
- Write marketing content, including articles, blog posts, website copy, social media posts, email newsletters, mailers, brochures, and campaign materials
- Create and curate multimedia content, such as videos, graphics, and photos, to enhance storytelling efforts
- Partner with internal departments, community partners, and volunteers to gather impactful stories and data
- Help monitor and analyze the content performance metrics such as website traffic, engagement rates, and conversions and help make data-driven recommendations
- Support Director of Marketing and Communications with media relations, public relations and crisis communications
- Conduct audience research as needed to ensure content is relevant and impactful across diverse communities
- Oversee and manage content for United Way's website, ensuring it remains up-to-date and user-friendly
- Ensure brand consistency across all content deliverables
- Manage and maintain content repositories and ensure content is organized and easily accessible for future use.
- Optimize digital content for search engines (SEO) and accessibility
- Support the development and execution of marketing campaigns, fundraising efforts, and events
- Stay updated with industry best practices, emerging trends, and evolving content formats to enhance content marketing initiatives continually
- Perform other duties as assigned

## **JOB REQUIREMENTS:**

### **EDUCATION:**

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

### **EXPERIENCE:**

- 4+ years of experience as a content strategist, social media strategist, content manager, or similar role, preferably in the nonprofit sector

### **SKILLS AND COMPETENCIES:**

- Strong writing skills with a command of grammar and adapting language and content to various audiences
- Proficiency in social media
- Strong project management and organizational skills with the ability to handle multiple priorities
- Knowledge of SEO best practices
- Proficiency in content management systems (CMS), social media management tools, and analytics platforms
- Experience using analytics tools like Google Analytics
- Attention to detail
- Collaborative/team player
- Customer focused

**FLSA CLASSIFICATION:** Exempt

**SALARY RANGE:** \$67,000-\$75,000

**REPORTS TO:** Director of Marketing

**SUPERVISORY RESPONSIBILITY:** None

**TRAVEL:** As needed locally for events (10%)

**HOW TO APPLY:** [https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R\\_ID=6683196](https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=6683196)

### **JOIN THE TEAM!**

United Way of Greater Rochester and the Finger Lakes is a dynamic and collaborative work environment comprised of dedicated professionals who are driven to make our community a better place. Join our team and make an impact serving our region with your time and talent.

### **MISSION**

Our mission is to unite the goodwill and resources of our community so that everyone can thrive. That means that our team is committed to working with local donors, businesses, not-for-profit program partners, municipalities and individuals to make this region stronger and more vibrant together.

## VALUES

Our core values define who we are and how we serve our community. United Way and our team members are caring, collaborative, equity-driven, innovative, respectful, results-oriented and trustworthy. United Way strives to ensure employees and external partners feel valued, connected, and empowered.

## CULTURE STATEMENT

We are committed to creating a welcoming environment that embraces, values, respects, and encourages people to show up as their authentic selves to produce their best work. Together we ensure that processes, policies, and practices foster fairness, belonging, and equity that reflect the views and values of all people within all levels of our organization.

## WHAT WE OFFER

- Competitive financial and wellness benefits
- Generous paid time off, retirement plan, and other fringe benefits
- Hybrid working arrangements
- Opportunities to give back to the community in life-changing ways
- Paid professional development
- Team events and internal committees for connection opportunities and fun!

This job description lists only the responsibilities and qualifications deemed essential to the position in support of the ADA. Reasonable accommodations may be provided to enable individuals with disabilities to perform the essential functions. United Way of Greater Rochester and the Finger Lakes is an Equal Opportunity Employer. This policy prohibits discrimination based on sex, race, color, religion, creed, national origin, age, marital status, sexual orientation, gender expression, disability, genetic predisposition, veteran status, or status as a member of any other protected group or activity.



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