



**United Way
of Greater Rochester
and the Finger Lakes**

UNITED WAY OF GREATER ROCHESTER AND THE FINGER LAKES CAREER OPPORTUNITY

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.

JOB TITLE: DIRECTOR OF MARKETING & COMMUNICATIONS

FLSA CLASSIFICATION: Exempt

REPORTS TO: Chief Development Officer

SUMMARY

The Director of Marketing and Communications is responsible for planning and implementing strategic marketing and communications that support the mission and vision of United Way of Greater Rochester and the Finger Lakes. This position leads the marketing and communications department's work and employees, and is responsible for brand management. The Director of Marketing & Communications is a member of United Way's leadership team.

ESSENTIAL FUNCTIONS

- Implements strategic marketing communications plans to achieve the organization's business objectives and maximize brand recognition.
- Works with internal team and external partners to plan and oversee all aspects of advertising, promotion and public relations activities including print, online, media, and direct mail to achieve optimal awareness and consideration.
- Maintains effective control of marketing communications budgets, and takes corrective action to ensure that achievement of objectives falls within designated budgets.
- Collaborates with the fundraising team to develop donor touchpoints which includes but is not limited to: donor outreach, the Direct to Consumer program, appreciation/recognition program execution, and annual campaign program materials and communications.

- Directs, oversees website and social media strategy and content, and additional digital marketing opportunities.
- Responsible for the strategic execution of United Way's Day of Caring, ROC the Day, and all United Way events.
- Supports the Community Impact team with materials, communications and event coordination.
- Oversees employees in the marketing and communication department. Oversees hiring, training, development of workplans, and department performance reviews.
- Consistently demonstrates the values and mission of the United Way.
- Performs other duties as assigned.

SKILLS AND COMPETENCIES

- Goal oriented
- Leadership
- Marketing strategy and measurement
- Communication proficiency
- Customer service focused
- Writing and proofreading skills
- Analytical ability/problem solver
- Business acumen
- Creative
- Innovative
- Technical capacity

SUPERVISORY RESPONSIBILITY

This position manages all employees of the department and shares responsibility with CDO for performance management and hiring of the employees within the department.

TRAVEL

Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

EDUCATION AND EXPERIENCE

Bachelor's degree in marketing or related field from an accredited program with a minimum of 7 years of related marketing experience and 5 years of management experience; or equivalent combination of education and experience.

HOW TO APPLY

Candidates may apply online at: <https://unitedwayrocflx.org/about-us/join-our-team/>

In support of the ADA, this job description lists only the responsibilities and qualifications deemed essential to the position. Reasonable accommodations may be made 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 on the basis of 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.

United Way of Greater Rochester and the Finger Lakes

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