**UNITED WAY FOR GREATER AUSTIN**

**JOB DESCRIPTION**

**Job Title**: Marketing & Communications Manager **Date**: Aug. 2014

**Reports to**: Director, Brand & Marketing **Status**: Exempt

**EDUCATION & EXPERIENCE**

* Bachelor’s degree in marketing related field, or comparable professional experience in marketing / communications required
* Experience in marketing / communications; three years minimum req’d; four+ preferred
* Experience with design for print and electronic media including but not limited to Adobe Creative Suite including Photoshop, InDesign and Illustrator preferred but not required.
* Familiarity with Facebook, Twitter, Pinterest, YouTube, Linkedin required
* Proficiency with Microsoft Office tools (Power Point, Excel, Word) required

**JOB PURPOSE & SCOPE**

The Marketing & Communications Manager will be a key member of the Marketing Team and will work closely with every other member of the team to create and execute internal and external marketing strategies, using all forms of media and communication to build, maintain and manage the reputation and activities of UWATX. He/she will participate in all strategic planning and be encouraged to contribute.

**SKILL/JOB REQUIREMENTS**

* Exceptional writing, editing and proofreading skills + excellent verbal skills.
* Well-organized and able to set priorities under pressure.
* Excellent project management skills - accuracy, timeliness, and attention to detail are essential.
* Commitment to team environment and the success of each team member.
* Solutions oriented perspective with creative problem solving sensibility.
* Maintains high moral and ethical standards.
* Good interpersonal skills, willing to learn to adapt in various professional settings.
* Ability to work well within diverse populations.
* Understanding of fundamental marketing principles and practices.

**ESSENTIAL FUNCTIONS** include but are not limited to:

* Client services:
  + Manage relationships with vendors and key staff contacts to ensure quality of printed materials, photo and video materials, written copy and other pieces.
  + Assist in maintaining the editorial calendar of organizational initiatives as well as community opportunities, press clippings, and other relevant materials.
  + Participate in strategic planning of marketing campaigns, including project management, setting deadlines, and measuring effectiveness.
* Writing, Design, and Content Management
  + Design, develop and write various collateral materials including brochures and campaign material, print and web ads, web copy, presentations, brochures, speeches and other marketing collateral as necessary.
  + Provide leadership in exploring new, innovative opportunities for printed and web design pieces.
  + Assist in improving the user-experience for key audiences on organization’s website, including branding, key messages and general look of the site.
  + Write content for website, including regular blog posts, and strategically develop copy for different audiences.
* Events
  + Participate in the event planning process – including small- to large-scale organizational and community events. The Manager is required to attend and work at events with and without supervision; some of these will be after office hours and on weekends.
* Media
  + Support continuing advertising and public relations activities, including collecting content and data for planning purposes as well as implementation of activities.
* Other duties as assigned.