



## **Marketing Director Position Description**

### **Position Summary**

The Marketing Director leads the United Way of Story County (UWSC) marketing and communications efforts, including brand management, strategic content development, and public relations. A key member of the leadership team, the Marketing Director develops and implements compelling marketing strategies that effectively communicate UWSC's impact and manages all digital and traditional communication channels. The Marketing Director serves as a strategic communicator and brand steward who can effectively translate UWSC's mission and impact into powerful narratives that inspire engagement with the Story County community.

### **Position Responsibilities and Duties**

#### **A. Strategic Communications and Content Development**

- Develop and implement an integrated strategic communications plan to advance United Way's brand identity, broaden awareness of programs and priorities, and increase visibility across key stakeholder audiences.
- Function as an effective brand steward, providing peer-to-peer leadership, training, and support to help all staff deliver consistent, impactful messaging.
- Identify challenges and emerging issues, working with leadership team to recognize communication opportunities and define appropriate strategies.
- Develop compelling storytelling approaches that effectively communicate UWSC's impact.
- Oversee the implementation of UWSC visual identity formats and initiatives (i.e., Women United, Wheels for Work, Day of Caring, among others).
- Utilize United Way Worldwide branding, marketing support, and best practices.
- Develop, manage, and monitor implementation of new opportunities to raise awareness of the United Way brand.

#### **B. Marketing and Digital Communications**

- Oversee development, updates, and maintenance of website and social media platforms.
- Develop and implement social media strategy aligned with the UWSC Strategic Plan.
- Create comprehensive year-round marketing and communications plans.
- Develop and implement plan for feature articles, press releases, newsletters, and other communications.
- Coordinate traditional media opportunities including radio appearances and other media engagements.
- Inventory marketing materials and submit reorders as needed (letterhead, envelopes).

### **C. Campaign and Community Impact Support**

- Partner with UWSC leadership and staff to integrate marketing and communications strategies.
- Oversee the creation of campaign videos from script to production, collaborating with external photo and video producers.
- Work with contracted photographers and videographers to obtain campaign images from partner agency programs.
- Develop and design printed materials (annual report, brochures, pledge cards, posters, CEO booklets).
- Update campaign and community impact progress and recognition on digital platforms and with community partners.
- Coordinate donor communication plans, digital presentations, and direct mail materials.
- Serve as liaison to community and partner agencies regarding communication needs.

### **D. Community Marketing**

- Form and facilitate volunteer event committees as needed, support planning and implementing events; in partnership with the event team, develop agendas and facilitate meetings.
- Work with appropriate event teams on marketing plans for events (Women United Breakfast/Luncheon, Golf Fore Kids, LIVE UNITED Food Drive, Campaign Kick-Off, Day of Caring, Giving Tuesday, Campaign Celebration, etc.)
- Plan and implement major UWSC events as assigned.
- Support the implementation of Day of Caring for businesses and agencies.
- Lead the Story County Alliance for Philanthropy (SCAP) Planning Committee and support annual event.

### **E. Vendor and Resource Management**

- Manage relationships with external audio-visual experts and contracted service providers (graphic designers, videographers, photographers, etc.)
- Coordinate with external partners to produce high-quality marketing and communications materials.
- Secure sponsorships for UWSC events and maintain relationships with donors.
- Effectively manage marketing and communications budget.

### **F. Other**

- Understand and advocate for the UWSC vision and mission in the Story County community.
- Represent UWSC on community committees and at community functions as assigned.
- Seek out and participate in appropriate professional development opportunities.
- Work with President and CEO on special projects.
- Manage other responsibilities as determined by the President and CEO.
- Attend Board of Directors meetings as requested by the President and CEO.

## **Job Requirements**

### **Physical Requirements**

- Sedentary work is exerting up to twenty-five pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects.

### **Physical Activity**

- Fingering is picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand or arm as in handling.
- Talking is expressing or exchanging ideas by means of the spoken word.
- Hearing is the ability to receive detailed information through oral communication.

### **Visual Acuity**

- Work utilizes computer terminal and verification for accuracy of written material.

## **Qualifications**

- Bachelor's degree required in marketing, communications, journalism, public relations, or related field.
- 3+ years of successful experience in one or more areas of marketing, communications, graphic design, and content strategy required.
- Excellence in written and verbal communication with demonstrable storytelling abilities; demonstrated experience in translating complex information into compelling narratives.
- Experience developing and implementing strategic communications and/or marketing plans.
- Proficiency in design programs (such as Photoshop, InDesign), email marketing systems (such as Constant Contact), and web hosting platforms required.
- Experience managing social media strategies and campaigns.
- Ability to make timely decisions and operate effectively under pressure.
- Strong collaboration skills and demonstrated experience in working successfully with community members and organizations, staff, volunteers, and volunteers.
- Experience working with external vendors and contracted services.
- Project management experience.
- Valid driver's license and access to a vehicle for local travel required.

## **Working Conditions**

- This position is not substantially exposed to adverse environmental conditions.
- Office environment, with general working hours of Monday through Friday, 8:00 a.m. – 4:30 p.m. (with flexibility on start and end times); occasional evening or early morning hours for events or meetings.

## Employment Classification

- Full-Time; Professional Exemption; Salaried. Salary commensurate with professional experience and qualifications.

## Job Relationships

- **Reports to:** United Way of Story County President and CEO
- **Supervises:** Marketing and Event Interns; Marketing and Event Volunteers; External Contractors (as needed)

## Comprehensive Benefits Package:

- Comprehensive health coverage, including employer-paid premium for medical (PPO), dental, and vision insurance for employees
- Dependent and Medical Flexible Spending Accounts (FSA)
- Generous annual paid time off, including 10 paid holidays per year, 3 weeks of paid vacation, and 13 days of personal time
- Retirement plan with employer match (immediate employee contribution; 4% match after one year of employment)
- Life insurance
- Long-term disability coverage
- Flexible work arrangements, including hybrid work schedule (one day/week)
- Mileage reimbursement for work-related travel
- Infant at Work policy

## Applying for the Marketing Director Position:

- **Please submit the following to [unitedway@uwstory.org](mailto:unitedway@uwstory.org) by 4:30 p.m. on Monday, March 10, 2025:**
  - Cover letter (PDF format)
  - Resume or curriculum vitae (PDF format)
  - Online portfolio or three samples (PDF format) of recent professional work that highlights skill set in campaign development, content creation, graphic design, internal or external communications, marketing, social media strategy, or related areas.
- **Submission of materials via third-party sites (Indeed, LinkedIn, etc.) will not be accepted.**
- **Please call (515) 268-5142 if you experience issues with your electronic submission.**

*The above statements are intended to describe the general nature and level of work being performed by the individual in this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of the position.*

*UWSC is an equal employment opportunity employer.*