

United Way of Central Florida Job Description

Position Title: Vice President of Marketing & Communications

Department: Marketing	FLSA Classification: Exempt / Salary
Location:	EEO Classification: Professional
Supervisor: President	Status: Full Time

Summary: Provide professional leadership and direction to the Communications and Marketing team, as well as IT, in planning, development and orchestration of aggressive and timely strategies, maximizing results for United Way of Central Florida.

Essential Duties and Responsibilities include the following. Other duties may be assigned to meet business needs.

- Responsible for communicating the organization's mission, vision and community work to various stakeholders and plays a creative and strategic role in shaping United Way of Central Florida's marketing strategy.
- Oversees the organization's marketing, branding, media and public relations, campaign promotion, market research, issues management, crisis communication, and marketing-related customer relationship and engagement activities, all essential to enhancing the organization's brand reputation and community support.
- Develop strategic marketing and communication plans to support the organization's mission, goals and objectives, including positioning, and market and competitive analysis.
- Collaborate with the Resource Development Department and the Community Impact Team on messaging, packaging and delivery of the UWCF brand
- Coordinate and manage all special events playing a leadership role in the development and overall organization of assigned events; from conception to execution
- Direct the design and development of all printed and digital communications and promotional materials (internal and external)
- Responsible for purchasing and tracking of all printed, promotional and marketing materials
- Develop calendar for creation and delivery of all communication pieces
- Develop and manage marketing budget for all departments
- Staff the Strategic Planning Committee of the Board and facilitate an annual evaluation of the organizational impact in coordination with the President & CEO
- Provide marketing support to all departments to include creation/development, ordering and delivery of all items and ensuring consistent UWCF branding
- Participate in various internal and external committees and professional organizations
- Assist as liaison to assigned Community Investment Team (CIT)
- Follow all organization's policies, practices, and procedures
- Participate in proactive team efforts to achieve departmental and company goals
- Provide leadership to others through example and sharing of knowledge/skill
- Perform other duties as assigned

Supervisory Responsibilities:

Directly supervises the Marketing Coordinator, the Communications Coordinator, the IT Director and other staff as assigned. Performs supervisory responsibilities in accordance with the organization's policies and applicable laws

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Qualification/Requirements:

- Ability to read, analyze and interpret technical, financial and legal documents. Ability to respond to questions from groups of managers, clients, customers and the general public. Ability to respond to common inquiries or complaints from customers or members of the business community. Ability to write speeches and articles for publication that conforms to prescribed style and format. Ability to effectively present information to top management, public groups and/or boards of directors.
- Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals.
- Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- Demonstrated use of intermediate computer operations (basic programming, relational databases, and operating systems) and intermediate software packages (word processing, graphics and spreadsheets).
- Ability to handle multiple tasks simultaneously
- Ability to handle a rigorous schedule of deadlines

Education/Training/Experience

Bachelor's degree (B.A.) from four-year college or university; or five to seven years related experience and/or training; or equivalent combination of education and experience.

Experience required with various Graphic Design tools

Physical Demands:

Moderate physical activity performing somewhat strenuous daily activities of a primarily administrative nature. Includes sitting and/or standing for extended periods of time with the ability to lift up to 25 lbs.

Manual dexterity sufficient to reach/handle items, works with the fingers and perceives attributes of objects and materials.

Graphic design work requiring ability to focus on computer screen and distinguish colors in graphics.

Travel Demands: Must have reliable transportation and ability to travel to worksites and community based meetings and events

Disaster Response: Every United Way of Central Florida employee is a disaster response worker and is expected to work any time when the Polk County Emergency Support Function (ESF) is activated. It is expected that all employees will work in their disaster response roles as assigned after they have assessed the welfare of their families and the safety of their own surroundings.