**Position Title: Marketing Content Strategist**

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| **Department: Marketing** | **FLSA Classification: Non-Exempt/Hourly** |
| **Location:** | **EEO Classification: Professional** |
| **Supervisor: VP of Marketing and Communications** | **Status:** **Full Time** |

**Summary:** The Marketing Content Strategist facilitates stakeholder experience by creating effective email, website, social media, and print content. They implement SEO strategies across branded websites and landing pages and improve UWCF’s website by adding and maintaining rich content. The Marketing Content Strategist assists the marketing team in developing engaging print and digital content and engaging marketing campaigns. This position calls for a combination of creativity and technical insight to develop strong user experiences and track analytics.

**Essential Duties and Responsibilities** include the following:

* Collaborate with the Vice President of Marketing & Communications to develop and implement compelling content to build brand and product awareness
* Assist with creation and implementation of communication plans and strategy to ensure that proper messaging and branding is executed
* Exceptional creative writing
* Understanding of AP Style
* Solid understanding of popular content management systems (WordPress)
* Able to thrive in fast-paced, results-driven environment
* Attitude of learning and continuous improvement
* Must be a fast learner, self-directed, and able to prioritize several assignments
* Demonstrated communication, time management, multitasking, and analytical skills
* Ability to meet deadlines
* Basic understanding of SEO best practices
* Timely and transparent communication
* Experience with HTML, CSS, Adobe Suite/Photoshop a plus
* Understanding of Google AdWords and paid advertising on social platforms a plus
* Experience using online metrics (Google Analytics) to measure, analyze, and interpret data
* 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/skills
* Assist in planning and executing UWCF events
* Work on special projects as assigned
* Work with volunteers
* Perform other duties as assigned

**Qualifications/Requirements:**

* Write persuasive and compelling copy that's consistent with United Way of Central Florida’s voice and drives user action
* Write, edit, and proof copy for a wide range of marketing materials including landing pages, emails, direct mail pieces, digital ads, website content, and social media
* Manage website updates and incorporate new features and functionality
* Offer insight and ideas and collaborate effectively in a team environment
* Have keen understanding of target audiences and be relied upon to support and help implement marketing initiatives with cohesive messaging
* Repurpose content from brochures, blog, events, and other publications for digital usage
* Maintain relationships with key team members, vendors, volunteers, and donors
* Make decisions based on reason, research, and data
* Track campaign activity using Google Analytics and insight tools and utilize SEO best practices to maximize web traffic and track web donations/conversions
* Utilize data and tools available through UWCF’s CRM
* Follow and maintain content style guide, including guidelines for tone, style, voice, and word usage
* Create and maintain editorial calendars
* Periodically audit current content

Essential Duties and Responsibilities include the following:

**Education/Training/Experience:**

Bachelor’s degree in journalism, communication, marketing, or related field; or two years related experience and/or equivalent combination of education and experience

**Physical Demands:**

Moderate physical activity performing somewhat strenuous 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 their fingers and perceives attributes of objects and materials.

**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.

**HOW TO APPLY:  SUBMIT YOUR COVER LETTER AND RESUME TO** [**HR@UWCF.ORG**](mailto:HR@UWCF.ORG)**. MARKETING CONTENT STRATEGIST MUST BE IN THE SUBJECT LINE.**