**Sr. Director, Marketing**  A blue and white logo with a person holding a rainbow

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**Why Join United Way of Central Florida?**  
Imagine a career where your leadership and creativity directly contribute to making a meaningful impact in the community. At United Way of Central Florida (UWCF), we are passionate about driving positive change and building stronger connections with those we serve. Join a dedicated, dynamic team in a supportive environment that offers competitive benefits, meaningful work, and opportunities for personal and professional growth.

**Position Overview:**  
The Senior Director of Marketing will lead UWCF’s marketing efforts with vision, passion, and creativity. This role is responsible for crafting and executing strategic marketing initiatives to elevate our brand, grow our audience, and amplify our mission’s impact. As a key member of our leadership team, you will combine outstanding communication skills, digital savvy, and exceptional organizational expertise with a deep commitment to our mission. You will also play a key role in driving donor and volunteer engagement, internal messaging, and retention strategies while ensuring marketing efforts align with UWCF’s organizational goals and fundraising objectives.

**Key Responsibilities:**

**Strategic Leadership:**

* Develop and execute comprehensive, data-driven marketing strategies to support UWCF’s mission and growth goals, with a focus on donor and volunteer acquisition, retention, and engagement.
* Collaborate with the leadership team to integrate marketing strategies into UWCF’s organizational objectives, ensuring alignment with fundraising, volunteer engagement, and community impact initiatives.
* Incorporate event management and theme creation to support organizational storytelling and brand consistency at UWCF-hosted events.
* Stay ahead of emerging marketing trends and technologies to keep UWCF innovative and competitive.

**Donor & Volunteer Engagement & Storytelling:**

* Create and implement donor- and volunteer-centric campaigns that map their journey and deliver personalized, meaningful engagement experiences.
* Leverage storytelling to highlight UWCF’s impact, building emotional connections with donors, volunteers, and partners.
* Develop and manage internal narrative and messaging strategies to engage staff and volunteers, ensuring alignment with organizational goals and fostering a shared sense of purpose.
* Partner with Resource Development team to enhance messaging and optimize outreach.

**Event Management & Theme Creation:**

* Oversee the creative development of event themes and related messaging to support key donor events.
* Manage all aspects of marketing event support, ensuring branding consistency and effective promotion to maximize attendance and engagement.
* Align events with UWCF’s storytelling and donor recognition goals to amplify mission impact.

**Brand Management & Communications:**

* Serve as the steward of UWCF’s brand, ensuring consistency in messaging and visual identity across all platforms.
* Integrate and implement branding recommendations from United Way Worldwide (UWW) and adapt them to fit local needs.
* Lead the creation of compelling content for newsletters, annual reports, press releases, and other communications.

**Digital Marketing & Analytics:**

* Drive UWCF’s digital marketing efforts, including website optimization, email campaigns, and social media.
* Use analytics to measure the effectiveness of campaigns and guide future strategies, focusing on KPIs such as donor acquisition cost, retention rates, and campaign ROI.
* Lead digital transformation initiatives, ensuring the use of cutting-edge tools like CRM systems (ANDAR) and email automation platforms.

**Team Leadership:**

* Inspire, mentor, and develop a high-performing marketing team, fostering a culture of collaboration, innovation, and excellence.
* Partner with other departments to ensure cohesive messaging and alignment with organizational goals.

**Community Partnerships & Advocacy:**

* Cultivate relationships with media outlets, corporate partners, and community stakeholders to amplify UWCF’s reach and build advocacy for its mission.
* Act as a visible representative of UWCF at events, conferences, and public engagements.

**Budget & Resource Management:**

* Develop and manage the marketing budget to ensure efficient use of resources while maximizing impact.
* Oversee the production and distribution of all marketing materials, ensuring consistency with the UWCF brand.

**Qualifications & Skills:**

**Experience:**

* 7+ years of progressive marketing experience, including at least 3 years in a leadership role.
* Proven track record in developing donor-centric campaigns and achieving measurable results.
* Experience in event management and theme creation to drive community engagement.
* Nonprofit experience strongly preferred.

**Skills:**

* Exceptional written and verbal communication skills, with a talent for storytelling and messaging.
* Strategic thinker with a creative mindset and a data-driven approach.
* Proficiency in digital marketing tools and technologies, including CRM systems, analytics platforms, and email automation tools.
* Strong project management and multitasking abilities.
* High emotional intelligence and interpersonal skills, with the ability to inspire and lead a team.

**Education:**

* Bachelor’s degree in Marketing, Communications, Business, or a related field (Master’s degree preferred).

**Compensation & Benefits:**

* **Salary Range:** $85,000–$95,000 annually, commensurate with experience.
* **Benefits:** Comprehensive benefits package, including paid time off and professional development opportunities.

**Join Our Team:**  
If you are a strategic, innovative marketing leader passionate about making an impact, we encourage you to apply! Submit your resume to **hr@uwcf.org** to take the first step toward joining our mission-driven team.

**Diversity & Inclusion at UWCF:**  
At UWCF, we believe diversity fosters a healthier and more innovative environment. We are proud to be an Equal Employment Opportunity employer and provide equal opportunities to all qualified applicants, regardless of race, color, religion, sex, age, national origin, disability status, veteran status, sexual orientation, gender identity, or any other legally protected characteristic. UWCF is a drug-free workplace. Candidates are required to pass a drug test before beginning employment.