

JOB DESCRIPTION

United Way of Anderson County ***Director of Marketing and Programs***

Job Classification: Full Time, Exempt

Reports to: President & CEO

Location: United Way of Anderson County, Anderson, SC

PURPOSE OF POSITION

- Develop and manage communications, marketing, public relations, events, and internal and external relations for United Way of Anderson County (UWAC).
- Creates and builds awareness of United Ways' role in the community, community impact goals and activities as well as resource development efforts.
- Ensure all marketing and communication efforts align with United Way Worldwide branding guidelines and emphasize a focus on community impact.

JOB RELATIONSHIPS

External

- Daily contact with the public, staff, volunteers, donors, board members, other United Ways, press/media representatives and human service agencies.

Internal

- Reports to the President & CEO.
- Works closely with Director of Resource Development in development and implementation of marketing and communication of resource development, leadership, and community impact activities.

DUTIES AND RESPONSIBILITIES

Communications, Marketing and Public Relations:

- Responsible for the development and implementation of annual marketing and communication plans. Extensive understanding of graphic design.
- Generates publication materials and promotions for the following areas of United Way of Anderson County. Resource Development, Community Impact, Board of Directors, Volunteer Center, African American Leadership Society (AALS) etc.
- Develops and maintains relationships with the press and media to increase coverage for United Way of Anderson County and our member agencies.
- Provide leadership for identifying and issuing press opportunities.
- Issues press releases/packets when applicable.
- Provide leadership for and develop organizational talking points for key messages of the organization or its efforts when needed.
- Design and placement of advertising.
- Develops and manages marketing plans on an annual basis for specific United Way of Anderson County programs as applicable.

Event Support:

- Manage event-related data within organizational databases, ensuring accuracy and timely updates.
- Compile and maintain attendee lists, registrations, and related event records.
- Coordinate distribution of marketing materials across digital and print channels.

- Provide administrative support for events, including logistics, coordination, communication with stakeholders, and preparation of collateral.
- Collaborate with internal teams and community partners to ensure successful execution and promotion of events.
- Attends organizational events to garner pictures and to assist as needed.

Staff Assistance:

- Communicate regularly with all staff to ensure understanding of communications activities.
- Provides public relations and event planning support to resource development campaign and leadership initiatives, community impact activities, initiatives and fund distribution, Volunteer Center, Women United, AALS, etc.

Agency Relations:

- Develops and maintains relationships with representatives from partner agencies and other United Ways.
- Work with agencies to maintain funded partners' agreement related to participation in campaign activities and identification of their programs as being funded by the United Way throughout the year.

Resource Development:

- Develop publication materials and promotions for the annual campaign in cooperation with the Director of Resource Development.
- Coordinate marketing and communications materials for leadership initiatives in cooperation with the Director of Resource Development.

Community Impact:

- Ensure community impact messaging is integrated throughout all organizational materials.
- Coordinate marketing and communication materials for community impact activities in cooperation with Director of Resource Development and Director of Community Impact
- Develops publication materials and promotions for the impact activities, initiatives, and fund distributions in cooperation with Director of Community Impact.

Special Initiatives:

- Provide staff support for a special initiative area as assigned.
- Acting liaison with the African American Leadership Society (AALS) committee.
- In conjunction with the AALS committee, cultivate and maintain relationships for fundraising and membership growth with key stakeholders, including individual donors, foundations, and corporate partners.
- Coordinate annual fundraising for the AALS Dream Celebration to include securing sponsorship commitments and ticket sales.

Other:

- Assist in mailing, thank you letters and other administrative tasks as assigned and appropriate.
- Assists with planning events in conjunction with Resource Development and Community Impact
- Serve as a liaison and manage website contractor to oversee maintenance of organizational websites and update periodically to ensure information is current and correct.

JOB REQUIREMENTS

Education and Experience

- Bachelor's degree in communications or marketing.
- Prefer two years of professional experience.
- Experience in event planning is preferred.

Skills and Competencies

- Proficient in Microsoft Office, Canva, Adobe, desktop production and web site development.
- Excellent communication skills, both oral and written.
- Creative eye, able to analyze complex challenges and acclimate with diverse teammates.
- Photo & video experience a plus.
- Excellent presentation and people skills.
- Ability to work well as a collaborator.
- Professional and caring attitude.

The United Way of Anderson County offers competitive compensation based on prior experience and qualifications as well as comprehensive benefits to best support our people. Benefits we offer include: health, life, short term disability, dental and vision insurance where United Way of Anderson County pays generously towards the cost of these benefits for eligible employees.

The United Way of Anderson County is an equal opportunity employer and value diversity. All employment is decided based on qualifications, merit, and business need.

Interested Candidates

Anyone interested in being considered for this opportunity can submit their resume to Kevin Capell, kevin@uwandsc.org. Qualified candidates that bring a diversity of thought, experience and background are encouraged to apply.