

<b>TITLE:</b>	<b>Digital Experience Director</b>	<b>STATUS:</b>	Full-Time
<b>REPORTS TO:</b>	Vice President, Communications	<b>FLSA CLASSIFICATION:</b>	Exempt - Administrative
<b>SUPERVISES:</b>	N/A		

**POSITION SUMMARY:**

The Digital Experience Director supports and advances the United Way Quad Cities (UWQC) mission of mobilizing people and resources to improve lives by strategically engaging stakeholders and coordinating the many moving parts of communications work internally to assure the best possible outcomes.

UWQC is seeking a talented, creative and self-directed Digital Experience Director to super-charge our outward-facing communications efforts. This position will gather stories, create content, manage key publication projects and cultivate relationships with media outlets to show who we are as a brand and to amplify the work and outcomes of the organization. The Digital Experience Director is responsible for thoughtful communication efforts that inspire and motivate stakeholders to give, advocate and volunteer toward the achievement of UWQC’s mission, vision and goals.

The successful Digital Experience Director is a resourceful, curious and organized thought leader focused on producing impactful writing and proactively trafficking work internally to meet goals and deadlines in a fast-paced environment. Strong candidates will be clear and effective communicators capable of supporting the United Way Team through story-telling for all digital communications channels, in adherence to the brand messaging guide and with a keen eye for detail.

**Position Accountabilities Include:**

- Assist with organization’s public relations planning and execution.
- Lead research efforts to grow the organization’s thoughtful and deliberate online presence to attract new supporters.
- Plan and manage social media, across Facebook, Twitter, LinkedIn and others.
- Work with internal and external stakeholders to source stories and develop content and analyze results.
- Write, create and send eblasts, enews and other stakeholder communications.
- Collaborate with communications team to assist in production of collateral assets.
- Demonstrates effective project management and organizational skills.
- Creates and executes timelines, meeting deadlines

## **ESSENTIAL JOB FUNCTIONS:**

### ***Storytelling and Message Development:***

- A strong writer who is not afraid to seek out a story resulting in a concise and compelling story that engages the reader.
- Interview those served by UWQC programs, volunteers, donors, agency and community partners.
- Articulate UW's impact work using relevant outcomes data in compelling ways that inspire action and investment.
- Work closely with internal creative services team to produce communication pieces, and analyze results with an eye on continual improvement.

### ***Communications and Development Focus Areas: :***

- Participates with investor persona development exercises to guide new micro-communication campaigns and overall digital implementation efforts.
- Lead research efforts to implement new, reoccurring donor attraction strategies aimed at reaching new audiences, investors and volunteers.
- Monitors and updates Communications project plans, action sheet, social media calendars and weekly Executive Overview.
- Proofreads copy, artwork, and printers' proofs as requested.
- Monitors Community News & Events.
- Works with Communications Team to create and send eblasts as needed.

### ***Media Relations:***

- Source, develop and pitch stories, media releases, media alerts to news outlets and publications promoting UWQC investments, activities, partnerships and milestones.
- Assist staff with preparation for interviews or live media appearances – refine messages, explain the process and procedures for the media opportunity and more.

## **Competencies for Digital Experience Director:**

- Knowledge of Digital Communication Strategies and Analytics
- Demonstrates Effective Project Management
- Effective and Engaging Communication
- Cross-Functional Capability and Collaboration
- Adaptability and Change Management

- Creating Brand Experiences for Everyone
- Creative executor

**Competencies for all staff:**

- Mission-focused
- Relationship oriented
- Collaborator
- Results-Driven
- Brand-Steward

**REQUIREMENTS:**

**Education/Training:** Bachelor’s degree (Communications, Marketing or Business) OR an equivalent combination of education and at least 5 years of relevant experience.

**Experience/Other Requirements:**

- Experience with social media management, web CMS and AP Style are strong pluses
  - Able to thrive in a high-performance culture
  - Project management skills and ability to balance competing priorities
  - Proven track record of work with, in and around diverse cultures and populations
  - Excellent time management skills with ability to track multiple projects and meet deadlines
  - Ability to build and manage budgets and negotiate with vendors
  - Strong proficiency with Microsoft Office Suite
  - Valid Driver’s License, automobile insurance, and reliable transportation required
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The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. I have read this job description and understand it and have received a copy.

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Employee’s Signature

\_\_\_\_\_  
Supervisor’s Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Qualified candidates are invited to apply by submitting a resume and cover letter along with your salary expectations to Amy Daniels at United Way Quad Cities, 852 Middle Rd, Ste 401, Bettendorf, IA 52722 or [adaniels@unitedwayqc.org](mailto:adaniels@unitedwayqc.org)