

<b>TITLE:</b>	Vice President, Marketing & Strategic Communications	<b>STATUS:</b>	Full-Time
<b>REPORTS TO:</b>	Chief Strategy Officer	<b>FLSA CLASSIFICATION:</b>	Exempt - Administrative

### Position Summary:

United Way Quad Cities is the largest nongovernmental funder in the area, advancing equity and improving education, income, and health outcomes. A vital part of this mission is effectively communicating our work and vision. The Vice President of Marketing and Strategic Communications will be fully responsible for creating, executing, and managing the organization's comprehensive communications strategy. This role ensures that United Way's brand, voice, and message are consistently communicated across all channels with purpose, clarity, and impact.

This individual will not only set the strategic direction but also take ownership of execution, ensuring that United Way Quad Cities' communications efforts are aligned, proactive, and results-driven. The VP will oversee all communications, marketing, and content production efforts, driving awareness and engagement through storytelling, events, and partnerships.

The Vice President will work cross-functionally with departments and teams across the organization, ensuring that communication strategies support and enhance the overall goals of United Way Quad Cities. The VP will collaborate with senior leaders to integrate communications into broader organizational initiatives and drive impact through a unified approach.

### Key Responsibilities:

#### 1. Strategic Leadership & Accountability

- Develop and own the overarching communications and marketing strategy, setting a vision that aligns with United Way's mission and objectives.
- Ensure the full execution of the strategy, holding the marketing team accountable for results and providing leadership to ensure consistency and high-quality outcomes.
- Establish clear performance metrics, regularly assess results, and refine tactics to enhance effectiveness, ensuring that strategic objectives are met.
- Serve as the primary point of accountability for all communications efforts, driving clarity and alignment across the organization.

#### 2. Brand & Reputation Management

- Manage and protect United Way's brand, ensuring consistency in messaging and positioning across all platforms.
- Oversee the development and implementation of campaigns that build awareness, deepen engagement, and reinforce United Way's thought leadership and community impact.
- Develop crisis communication strategies and act as a key spokesperson when necessary.

#### 3. Communications & Content Strategy

- Lead the creation and implementation of all organizational communications and content strategies, ensuring alignment with the organization's goals.
- Collaborate with internal stakeholders to synthesize United Way's impact work and vision into compelling, clear messaging and content that resonates with key audiences.
- Create integrated communications plans that span digital, print, media, and event-based outreach, ensuring that all efforts reinforce key messaging and drive results.

#### 4. Execution & Day-to-Day Management

- Oversee the day-to-day management of communications efforts, ensuring that campaigns, content, and messaging are delivered on time, on budget, and with excellence.
- Lead the production of written, digital, and designed content, ensuring alignment with strategic goals and effective storytelling.
- Ensure proactive and timely responses to media opportunities, managing relationships with media outlets, influencers, and partners to maximize coverage.

- Manage social media, web content, newsletters, and other digital channels to ensure United Way remains engaged with its audience.
- 5. **Team Leadership & Development**
  - Lead, coach, and develop the communications and marketing team, ensuring alignment with strategic priorities and promoting a culture of accountability and excellence.
  - Provide real-time, constructive feedback to ensure high performance, mentor team members, and support their professional development.
  - Drive a culture of collaboration and shared responsibility across departments, ensuring that communications efforts are cohesive and aligned.
- 6. **Partnerships & Stakeholder Engagement**
  - Work closely with the Resource Development team to understand donor segments and communication needs, ensuring strategies that resonate with key audiences such as workplace campaigns, high-net-worth individuals, and corporate donors.
  - Develop and maintain relationships with key external stakeholders, including media, community partners, and donors, to enhance the organization's visibility and credibility.
  - Create and manage opportunities for the leadership team and experts to engage with the public through media outlets, speaking engagements, and written contributions.
- 7. **Data-Driven Decision Making**
  - Utilize analytics and data to track the performance of communications efforts, adjusting tactics based on insights and feedback.
  - Leverage data to optimize campaign strategies, improve audience engagement, and increase the effectiveness of communications.

**Essential Job Functions:**

- **Communications & Content Strategy Execution**
  - Lead the implementation of strategies for all communications channels, including digital, social media, events, and earned media.
  - Ensure that all content—written, digital, and visual—aligns with the organization's strategic goals and effectively communicates its impact.
  - Work in collaboration with external vendors and consultants when necessary to enhance the reach and effectiveness of communications efforts.
- **Earned Media & External Relations**
  - Cultivate relationships with media outlets and influencers to secure earned media opportunities, ensuring United Way is positioned as a leader in community issues.
  - Identify key opportunities for staff and leadership to engage with the media, ensuring they are prepared and equipped with strategic messaging.
- **Internal Communications**
  - Serve as a key partner to executive leadership, ensuring that internal communications are strategic, timely, and foster alignment across the organization.
  - Work with Human Resources and senior leadership to ensure internal messaging connects team members across all departments to the organizational vision.

**Competencies for All Employees:**

- Mission-Focused
- Relationship Oriented
- Collaborator
- Results-driven
- Brand steward

**Core Values for All Employees:**

- **Passionate.** We strongly believe in what we do and how we do it. Our enthusiasm, grit and energy are contagious, inspiring those around us.
- **Relentless.** Every day, in everything we do, we are driven to deliver top quality and approach every challenge with a determination to succeed. We attempt to be our best selves and deliver the best as our benefactors and donors deserve it.
- **Problem Solving.** We believe innovation matters in every part of our work. We never give up seeking new and creative ways to solve tough community problems and to make it easy for our donors to give and make an impact.

- **Grateful.** We are humble, we are grateful and we show it. We are thankful for each other, every donor, partnership, volunteer, advocate and every opportunity we have to improve lives and our community.

**Education/Training:**

- Bachelor’s degree in Marketing, Communications, or a related field.
- 7+ years of senior-level experience leading communications, marketing, or brand strategy in a complex organization.
- Demonstrated experience in owning a strategic communications vision and ensuring its successful execution across an organization.
- Strong leadership skills, with the ability to inspire, align, and hold a team accountable.
- Proven experience managing digital, social, and traditional media campaigns.
- Excellent written and verbal communication skills, with the ability to translate complex ideas into compelling, audience-specific messaging.
- Proficiency in data-driven decision making, with a track record of using analytics to improve communications outcomes.

**Experience/Other Requirements:**

- **Strategic Thinking & Execution:** Ability to set a clear vision and see it through to execution, ensuring that strategic goals are met.
- **Accountability:** Takes full ownership of communications, ensuring the team delivers on objectives.
- **Leadership:** Demonstrates strong team management, mentorship, and the ability to foster a culture of excellence.
- **Communication:** Skilled in crafting compelling, clear, and effective messaging for diverse audiences.
- **Proactive & Results-Driven:** Takes initiative, ensures communications are timely and aligned, and constantly seeks to improve results.
- Reliable transportation, valid driver’s license and proof of insurance is required.
- Ability to work a flexible work schedule including evenings and weekends.

The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this classification. 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

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Supervisor’s Signature

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Date

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Date

Updated: 10/24/24