



<b>TITLE:</b>	Marketing Communications Manager	<b>STATUS:</b>	Full-Time
<b>REPORTS TO:</b>	Vice President, Marketing & Strategic Communications	<b>FLSA CLASSIFICATION:</b>	Exempt-Administrative
<b>SUPERVISES:</b>	N/A		

**POSITION SUMMARY:**

United Way is social change organization that brings the community together to create access and opportunity for everyone in the Quad Cities to succeed. We unite leading corporations, foundation, individuals, nonprofits, school districts, and more to achieve measurable outcomes and create truly transformational change across the Quad Cities.

The Marketing Communications Manager supports and advances the United Way Quad Cities (UWQC) mission of mobilizing and inspiring people to improve lives by serving as our chief storyteller, creating innovative campaigns, executing powerful videos, and delivering results that help our region, along with our community of supporters, become more aware of the education, financial security, and health challenges right here at home.

The successful Marketing Communications Manager will love to write authentic, persuasive, and inspiring content that brings UWQC’s impact to life through words. They will also have a deep understanding of social media, video, digital marketing trends, and will be eager to take creative risks to help us grow.

**The Marketing Communications Manager is accountable for the following functions:**

- Develop and execute creative **Marketing Strategies** that connect with our various audiences, and develop new ways to engage donors and prospects.
- Develop and execute targeted **Outreach Strategies** for mid-level and monthly donors, leveraging personalized email campaigns, social media, and website optimizations to expand and retain donor bases.
- Create and deploy **audience-specific, high-quality content**—articles, reports, emails, social media posts, and video scripts—that aligns with organizational goals, marketing objectives, and the Rise United 2030 strategy.
- Collaborate with the Resource Develop team to **align digital campaigns** with the broader donor journey, ensuring consistent and personalized communication at every touchpoint.
- Own the **Social Media** execution, engaging followers and cultivating audiences, through inspiring copy and attention-grabbing pictures/video.
- Drive **digital strategies to meet KPIs** and provide ongoing analysis to cross-functional teams.
- Be a steward of the UWQC **Brand**.



**Competencies for Marketing Communications Manager:**

- Strategic thinker with the ability to execute on deadline
- Storyteller
- Organized and detail-oriented
- Creative and knowledgeable on digital communication & analysis
- Adaptable and flexible
- Relationship orientated
- Ability to collaborate across teams and functions

**Education/Training:**

- At least 3 years of experience in content development, strategy, or digital marketing with a proven track record in driving user engagement, acquisition, and revenue growth preferred.
- BA preferred.
- Experience with nonprofit organization preferred, but not required.

**Experience/Other Requirements:**

- Experience in digital marketing, content development, social media management, web CMS
- Ability to grasp and utilize analytics to drive successful program development
- Demonstrated ability to apply logical thought processing to problem solve and recommend solutions
- Project management skills and ability to balance competing priorities
- 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