



<b>TITLE:</b>	Social Media & Events Manager	<b>STATUS:</b>	Full-Time
<b>REPORTS TO:</b>	Chief Marketing Officer	<b>FLSA CLASSIFICATION:</b>	Exempt
<b>SUPERIVSES:</b>	N/A		

**Position Summary**

United Way Quad Cities (UWQC) is a social change organization that brings the community together to create access and opportunity for everyone in the Quad Cities to succeed. We unite corporations, foundations, individuals, nonprofits, school districts, and community partners to achieve measurable outcomes and transformational change across education, financial security, and health.

The Social Media and Events Manager supports and advances the UWQC mission by executing engaging digital communications and coordinating high-impact events that strengthen brand awareness, community engagement, and donor relationships. This role blends creativity, data-driven decision-making, and cross-functional collaboration to ensure a consistent and compelling presence across social media platforms and community-facing events.

The successful candidate will be highly organized, digitally savvy, and passionate about storytelling, with the ability to translate UWQC’s programs, initiatives, and impact into meaningful online and in-person experiences.

**ESSENTIAL JOB FUNCTIONS**

The Social Media and Events Manager is accountable for the following functions:

**Digital & Social Media Management**

- Manage UWQC’s social media presence to support an integrated marketing strategy across platforms and key audiences.
- Develop and implement **social media strategies and content calendars** to build brand presence and engagement.
- Optimize platform-specific social media content using performance data, audience insights, and current best practices to increase engagement and reach.
- Monitor social media channels and engage with followers in a timely and professional manner to strengthen brand awareness and organizational presence.
- Ensure digital content aligns with SEO best practices and organizational brand standards.
- Track web and social analytics using tools such as Google Analytics and provide actionable recommendations to improve traffic, engagement, and conversion.
- Provide detailed reporting to ensure digital marketing efforts align with organizational goals and campaign timelines.

### **Strategic Event Planning & Management**

- Plan and execute impactful events - including donor events, fundraising events, volunteer engagement opportunities, and community showcases - that are strongly branded, inspire giving, and align with organizational priorities.
- Lead the planning, promotion, and implementation of events in collaboration with internal teams.
- Develop clear event objectives, timelines, and work plans, adjusting strategies as needed to ensure successful execution.
- Collaborate with cross-functional teams and external partners to ensure seamless event logistics and consistent messaging.
- Communicate effectively with staff, volunteers, vendors, and partners regarding event details, expectations, and timelines.
- Deliver timely and personalized follow-up communications to event attendees to strengthen relationships and encourage continued engagement and support.
- Conducts post-event assessments, surveys, and debriefs to evaluate outcomes and identify opportunities for improvement.

### **Collaboration & Brand Stewardship**

- Collaborate across departments to ensure consistent brand representation and to advance Marketing and Communications objectives.
- Develop and maintain in-depth knowledge of UWQC programs, initiatives, events, and experiences to support accurate and compelling storytelling.
- Serve as a steward of the UWQC brand across digital platforms and in-person experiences.
- Maintain and recommend updates to standard operating procedures (SOPs) to ensure accuracy, consistency, and relevance across Marketing and Communications practices.

### **CORE COMPETENCIES**

All United Way Quad Cities staff are expected to demonstrate the following competencies:

- Mission-Focused
- Relationship Oriented
- Collaborator
- Results-Driven
- Brand Steward

The Social Media and Events Manager is expected to demonstrate the following competencies:

- Strong storyteller with the ability to adapt messaging for diverse audiences and platforms
- Organized, detail-oriented, and deadline-driven.
- Creative with a data-informed mindset
- Collaborative and relationship-oriented
- Adaptable and flexible in a fast-paced environment
- Strong written and verbal communication skills



## **EDUCATION & EXPERIENCE**

### **Education/Training:**

- Bachelor's degree in marketing, Communications, Public Relations, or a related field preferred.

### **Experience/Other Requirements:**

- At least 2–3 years of experience in social media management, digital marketing, communications, or event support preferred.
- Experience with social media platforms, digital analytics, and web content management systems.
- Demonstrated ability to use performance data and analytics to inform strategy and improve results.
- Project management skills with the ability to balance multiple priorities.
- Proficiency with Microsoft Office Suite.
- Valid driver's license, automobile insurance, and reliable transportation required.

## **Why United Way Quad Cities?**

You'll join a collaborative, mission-driven team that believes in doing good - and doing it well. At United Way Quad Cities, we bring partners and resources together to improve education, financial security and health - so more people can learn, earn and live well. Together, we're removing barriers and expanding opportunity so everyone in our region has the chance to thrive.

We are a results-focused organization that values creativity, innovation, and continuous improvement. Our work is grounded in data, strengthened by relationships, and powered by people who are passionate about making a difference. Team members are encouraged to bring ideas forward, collaborate across departments, and take ownership of their work while seeing the real-world impact of their efforts.