



## **Routt County United Way**

### **MARKETING AND COMMUNICATION POSITION**

The Marketing and Communication position has the primary responsibility to strategically promote, and market all Routt County United Way (RCUW) initiatives, programs, events, resources, and successes. This position will utilize planning, marketing, public relations, and communication (both verbal and written) skills to accomplish the respective goals of RCUW. This position has the sole responsibility for planning and executing all marketing material, both digital and print. This position will manage RCUW's WordPress website in terms of strategic direction, design, content, quality and relevance.

#### **MAJOR RESPONSIBILITIES include the following:**

##### **GENERAL MARKETING RESPONSIBILITIES**

- Create annual marketing schedule and budget.
- Pre-approve and code all marketing related invoices and submit to Business Operations Manager.
- Plan, create, promote RCUW via social media.
- Design all digital and print marketing assets to include social media posts, digital newsletter graphics, printed brochures, and print newspaper ads.
- Manage RCUW website.
- Develop and implement all public relation campaigns
- Track data on of all promotional efforts and analyze to make decisions based on results.

##### **WEBSITE**

- Serve as the lead and coordinate efforts to determine strategic and design direction for RCUW's web site. (WordPress)
- Manage and create content on RCUW's website.
- Update and co-develop (with Community Impact Coordinator) event registration forms for all RCUW events/programs.
- Develop promotional strategies and copy to increase donors' awareness of web site's utility.
- Per guidance with the website manual, update existing pages and PDFs with relevant content and add content as needed. Development of new web pages may be determined under guidance of the website manual.
- Track and record website results via Google Analytics and use data to drive future strategic direction in website and marketing campaigns.

##### **PUBLIC RELATIONS**

- Greet donors and clients when they enter our office or call on the phone.
- Knowledge of and co management of our resource and referral program as necessary.
- Develop and implement a public relations campaign that promotes the work of RCUW. Track all promotional efforts and analyze results.
- Serve as primary media contact for all public relation partnerships (i.e., Steamboat Pilot Newspaper, Steamboat Radio, fellow agencies) and work diligently that the branding and

messaging of RCUW is accurately portrayed in the media. Assist media with photo requests, information gathering and source referrals.

- Write and distribute media releases for trade industry and general media outlets.
- Write and assist in producing Steamboat Radio advertisements.
- Work with Community Impact Coordinator to produce monthly emailed newsletter.
- Serve as lead in direct mail campaign: write the direct mail letter for approval and revise by Executive Director, decide how to package direct mailer in envelope, coordinate with board for hand-written message direction.
- Write thank you letter to be used in campaign year.
- Develop all printed marketing assets to be used in the campaign year including brochures, flyers, signage, letterhead, and envelopes.
- Solicit and analyze bids for a variety of promotional pieces. Ensure adherence to budget guidelines while achieving promotional goals.
- Manage emailed content list to develop segmented marketing email campaigns.
- Manage RCUW’s photo library and maintain up-to-date photo release forms.
- Coordinate testimonials and maintain testimonial archives to be used in marketing campaigns.
- Organize RCUW fact bank relevant to impact goals in used in marketing campaigns.

**BRANDING AND EVENTS**

- Serve as leader in all branding opportunities, include collaborations with other business and organizations, print and digital design, and events.
- Strictly adhere to United Way Worldwide brand and messaging guidelines when creating written content and graphics.
- Verify all printed assets (including business cards, name tags, marketing promotional giveaway items, apparel, brochures, letterhead, direct mail, and signage) are strictly following United Way Worldwide brand guidelines.
- Team with Community Impact Coordinator to develop and implement a complete marketing plan for each event (Day of Caring, Thanksgiving, more to be added). Track all promotional efforts and analyze results.
- Co-develop event and registration forms with Community Impact Coordinator.
- Work with Community Impact Coordinator and Executive Director on all promotional emails and press releases.
- Identify and engage media outlets for events promotion and advertising.

**WOMEN UNITED SUPPORT**

- Serve as the marketing support to Community Impact Coordinator for all Women United initiatives and programs. Additional roles and responsibilities are subject to be added or changed.

<b>Marketing &amp; Communications Role</b>	<b>Women United Responsibilities</b>
Co-produce with support from Community Impact Coordinator to write a monthly newsletter to be emailed to WU members on the first Monday of every month. I	If necessary, review newsletter for accuracy of content. Provide any event or program details by agreed upon date.
Graphic Design creation and execution	
Co-manage Women United webpage with Community Impact Coordinator providing content	Help create calendar of events and any event information

Creates final marketing pieces to be published based on brand guidelines, best marketing practices, and data available. Will be the final eyes and approval of any Women United content going public. Brings the Women United promotional and marketing strategy to life	Promote events to their social media followers
Sole media contact for all public relations partnerships, including radio and paper	WU must send any and all radio or newspaper advertising directly to the marketing and communications position, who will arrange promotion with those publications and provide final copy to be published
Manages Women United Facebook group by accepting members, moderating page, and posting updates and events sent to the marketing and communications role. Will make sure all questions, comments, or direct messages are replied to in a timely manner.	

## QUALIFICATIONS

- Two years of marketing and communications experience, required.
- One year of graphic design skill development in Adobe InDesign, photoshop or similar software, required.
- 1 year of WordPress experience, required.
- One year of Mail Chimp experience, preferred
- Mastery in Microsoft office suite, required.
- Experience in data driven marketing campaigns, including use of Google Analytics. Google analytics certification preferred.
- Enthusiastic team player with a strong work ethic to work independently and deliver results
- Great verbal and written communication skills.

### Website Management

- Ability to create, manage, and update website content, including keeping all security and technical updates current on WordPress.
- Ability to implement use of Google Analytics to track success of marketing campaigns.
- Ability to maintain and develop SEO and targeted keyword strategies on webpages.

### Marketing and Public Relations

- Experience with producing monthly digital marketing tasks. Production includes copy writing/editing, graphics, and tracking of results.
- Ability to write copy for campaign and event promotions, required. Promotional mediums include direct mail, e-mail, web, and both online and print advertising.
- Working knowledge of writing and sharing press releases to media, required.
- Experience developing, executing, and tracking marketing initiatives from start to finish.

### Computer Skills

- Microsoft Office applications including: Word, Excel, Outlook, PowerPoint

- WordPress and design software experience, InDesign
- Working knowledge of SEO, keywords, meta descriptions, and Google Analytic tracking

**Education**

4-year degree or equivalent verified experience