

Join Our Team! Career Opportunity

We are searching for a **Communications & Volunteer Manager** to join the United Way Northwest Arkansas team. We have an immediate opening for a creative, dynamic, energetic, self-starter to join the Resource Development and Marketing Team. We seek a visionary marketing and communications professional that can bring United Way's evolving brand to life; illustrate our mission and work thru various means of communication; and write in a way that excites, engages and motivates the community to take action. This position works with all departments to maintain consistent messaging.

Core Competencies

General marketing acumen: Takes a strategic, long-range view. Sees the big picture and identifies the information- related wants and needs of the United Way's diverse stakeholders (donors, volunteers, advocates, community partners, news media and others).

Utilizes integrated storytelling techniques to tell the United Way story, share keys messages and engage and influence key stakeholders in a compelling and influential way.

Project management: Ability to brand and promote United Way by framing and packaging mission-focused, community-building strategies as products that current and new supporters and donors are eager to buy.

Create accessible brand experience: Ability to bring the United Way brand to life so that everyone who interacts with United Way experiences the power of our mission. Attentive and responsive to the needs of external and internal customers. Focus on building sustainable relationships with donors through a brand experience designed to create positive sentiment and behavior change, and to increase brand commitment.

Effective and engaging communicator: Passionately articulate the United Way message in a way that inspires others to act in service to the organization and the community. Ability to create a multi-faceted donor and stakeholder plan that supports the organization's strategy and objectives; builds relationships with key audiences, and works to position United Way as the leader in community impact.

Embrace and manage change: Champions and facilitates change to ensure long-term community sustainability and adapts successfully to changing needs while maintaining positive relationships with internal and external constituents.

Functional Responsibilities

- Plan and execute strategic marketing and communications activities including: public relations, communications, advertising, printing and publications, special events and website development.
- Drive digital innovation by overseeing social media, website, electronic newsletter / communications and other mobile products.
- Working with VP of Resource Development develop and implement a comprehensive, year-round marketing and communications plan that differentiates the United Way brand, builds relationships with key audiences and works to position United Way as a go-to community impact organization.
- With Leadership Team, establish media goals, messaging, objectives and strategies, including establishing relationships with the media; producing and distributing all organization news releases and public service announcements. Responsible for writing articles and speeches related to media events.
- Serve as a spokesperson for United Way, including representing organization in the community at public events, media engagements, on boards and committees, as needed.
- Develop and implement advertising and public awareness program to enhance visibility and awareness of organization.
- Create all organizational communications, including the newsletters, communication packets and public presentations. Work with VP of Resource Development on internal communications.
- Coordinate requests for volunteer opportunities for top donors and related volunteer needs for various programs.

QUALIFICATIONS

Education and/or Experience

- Bachelor's degree from accredited four-year college or university required; degree in communications related field preferred; 5 years related experience and/or training; or equivalent combination of education and experience.

Skills/Abilities

- Ability to pay attention to the minute details of projects or tasks to assure accuracy and integrity of all materials and credibility of the organization.
- Ability to provide to and receive from others, coaching and development to strengthen specific knowledge/skill areas.
- Proficient in Outlook, Word, Excel, Publisher and PowerPoint. Working knowledge of, including Photoshop, Adobe Illustrator/InDesign, WordPress, Robly and GivePulse.
- Ability to interact with all levels of community, including managers, CEOs, members of press and media, and members of organized labor.



- Strong volunteer management and facilitation skills, with ability to serve both as a team leader and in a support role on a team.
- Demonstrated understanding of or experience in nonprofit or human services organizations.

Language Skills

- Excellent written and oral communication skills are critical.
- Able to write speeches, scripts, copy writing and articles for publication.
- Capable of effectively presenting information to top management and the public.
- Able to respond to inquiries or complaints from donors, media, regulatory agencies or members of the business community.

Qualified applicants should submit a resume and a cover letter describing 1) their qualifications and experiences; 2) salary requirements, and 3) how they learned about the position 4) please include a writing and or creative design sample to: chinds@unitedwaynwa.org.