

Job Description **Marketing & Engagement Manager**

Responsible to: President & CEO

Purpose of Position

The Marketing & Engagement Manager is a collaborative, mission-driven brand steward responsible for leading United Way Blackhawk Region's marketing, communications, and community engagement efforts. This role develops and executes strategies that build awareness, strengthen relationships, and support United Way's evolution as a collective impact organization advancing health, youth opportunity, and financial security for all.

This position oversees communications, digital engagement, events, and brand alignment to ensure a consistent, compelling presence across all platforms and audiences.

Duties and Responsibilities

1. Marketing and Communications

- Lead development and execution of year-round marketing and communications strategies.
- Ensure consistent use of United Way branding and messaging across all channels.
- Create and manage content for digital, social, print, and media platforms.
- Oversee website content and functionality.
- Track and analyze marketing performance metrics.
- Develop creative materials including campaigns, newsletters, event promotions, and reports.
- Manage the marketing budget and leverage partnerships and in-kind resources.

2. Engagement

- Serve as staff liaison to the Brand Strategy & Marketing Committee.
- Lead coordination of key events including but not limited to Campaign Kickoff, Day of Caring, and LIVE UNITED Celebration.
- Build relationships with donors, volunteers, media, and community partners to strengthen visibility and engagement.
- Identify trends and opportunities to grow brand awareness and community connection.

3. General

- Complete required reporting and documentation.
- Support organizational goals through collaboration and cross-functional teamwork.
- Maintain flexibility to support evening or weekend events as needed.
- Perform additional duties as assigned.

Position Requirements

- Bachelor's degree or equivalent professional experience.
- Experience in marketing, communications, public relations, or related fields.
- Strong written, verbal, and interpersonal communication skills.
- Highly organized with the ability to manage multiple priorities.
- Proficiency or familiarity with tools such as Adobe Creative Suite, Canva, social media platforms, website management tools, Microsoft Office, and analytics platforms.
- Knowledge of the nonprofit sector or United Way system preferred.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

- Ability to sit and/or stand for extended periods of time. Intermittent physical activity including bending, reaching and prolonged periods of sitting.
- Ability to lift light objects, usually no more than 8 lbs. in weight.
- Ability to utilize close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.
- Ability to move about and communicate effectively with a diverse membership and employee group.
- Ability to accomplish the described responsibilities through the use of computers and technology.
- Ability to work in a changing, challenging and fast paced environment with varying stress levels.
- Ability to travel to other locations within the geographical area. Occasional business travel elsewhere may be required.