

Job Description Marketing Manager

Responsible to: President & CEO

Status: Part-Time, Non-Exempt, Hybrid (Remote/In-Office) – Approximately 25 hours per week

Purpose of Position

The Marketing Manager is a part-time, mission-driven brand steward who supports United Way Blackhawk Region's marketing, communications, and community engagement efforts, working approximately 25 hours per week. This role helps build awareness, strengthen relationships, and advance United Way's work as a collective impact organization improving health, youth opportunity, and financial security for all.

This position focuses on core marketing and communications priorities – consistent branding, key digital content, and essential event support – to maintain a compelling United Way presence within a part-time schedule.

Duties and Responsibilities

1. Marketing and Communications

- Lead development and execution of core marketing and communications strategies, prioritized to fit a part-time schedule.
- Ensure consistent use of United Way branding and messaging across all channels.
- Create and manage content for digital, social, and print platforms.
- Maintain and update website content as needed.
- Track key marketing performance metrics.
- Develop creative materials including campaigns, newsletters, and event promotions.

2. Engagement

- Serve as staff liaison to the Brand Strategy & Marketing Committee.
- Support coordination of key events such as Day of Caring and the United Way Celebration.
- Build relationships with donors, volunteers, media, and community partners to strengthen visibility and engagement.

3. General

- Complete required reporting and documentation.
- Support organizational goals through collaboration and cross-functional teamwork.
- Maintain flexibility to support occasional evening or weekend events within scheduled hours.
- 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.