UNITED WAY FOX CITIES
JOB DESCRIPTION

DATE: JULY 22, 2021
POSITION TITLE: DIGITAL MARKETING & CONTENT SPECIALIST
DEPARTMENT: MARKETING & COMMUNICATIONS DEPARTMENT
REPORTS TO: VP MARKETING & COMMUNICATIONS

PURPOSE OF POSITION
To assist with the development and implementation of the marketing and communication plan that supports the achievement of United Way’s strategic goals and objectives, creates year-round awareness for United Way Fox Cities, and enhances the image and understanding of United Way’s mission and role in building a stronger, more caring community for everyone.

Key Responsibility Area: Digital Marketing

1. Craft digital marketing strategies including:
   a. Plan an editorial calendar with new ideas for audience engagement.
   b. Monitor analytics to measure the efficacy of each campaign/digital channel.
   c. Establish benchmarks and develop strategies for improvement based on data.
   d. Explore and implement new tools to maximize digital engagement strategies.

2. Optimize the user experience.
3. Actionize best practices (e.g. SEO) for all digital channels.
4. Integrate users’ digital experience across channels/platforms.
5. Continually learn, use, and apply new/emerging digital platforms and strategies.
6. Assist with the management of (includes, but not limited to):
   a. Social media
      i. Schedule and post social media content.
      ii. Boost posts and create ads.
      iii. Monitor and moderate social media communities (i.e. reply to questions).
      iv. Maintain and update pages (e.g. cover photos, about info., hours of operation, etc.) to create an up-to-date digital presence, coordinated across channels.
      v. Engage with United Way partners (nonprofits, businesses, etc.) including reacting, commenting, sharing, etc.
      vi. Establish new social accounts on emerging platforms.
   b. Mass email communications
      i. Build emails.
      ii. Strategize list segmentation for targeted communications.
      iii. Maintain/update and grow lists.
      iv. Set up automations for donor journeys, email sign up forms, etc.
      v. Execute a plan to minimize unsubscribes and maximize opens, clicks, etc.
   c. Website (limited knowledge of HTML/CSS needed)
      i. Refresh and keep content up-to-date (copy, photos, etc.)
ii. Track and manage requests from all departments.
iii. Create new pages/sections.
iv. Monitor submitted events, job postings, contact us form, etc.

Key Responsibility Area: Content Creation

1. Assist with creating content to engage audiences and coordinate the look/theme across all channels and materials (includes, but not limited to):
   a. Graphic Design
      i. Create infographics and images for digital platforms.
      ii. Build presentations.
      iii. Design print materials: posters, flyers, brochures, etc.
      iv. Other design: digital awards packages, Zoom backgrounds, etc.
   b. Copywriting
      i. Write and edit engaging copy for various audiences and channels.
      ii. Write copy in real-time (i.e. at events) for social media.
   c. Photography
      i. Attend events to take photos.
      ii. Purchase and utilize appropriate stock photos.
      iii. Utilize basic photo editing skills.
   d. Videography
      i. Create slideshows and short videos.
      ii. Attend events to record video.
      iii. Purchase and utilize appropriate stock video.
      iv. Utilize basic video editing skills.
3. Adhere to United Way Worldwide brand standards. Ensure all content is on-brand—in terms of style, quality, and tone.
4. Utilize content provided by United Way Worldwide, including the Digital Content Library (localize and customize as appropriate).

Key Responsibility Area: Other

1. Provide general assistance to the Vice President of Marketing and Communication, along with other United Way Fox Cities staff.
2. Assist with developing overall brand strategies, communication plans, and key messages.
3. Provide technical assistance and training for staff (marketing platforms and tools) and audio/visual assistance as needed.
4. Assist with planning and coordinating special events.

Job Relationships:

External: Volunteers, businesses, advertising agencies, community organizations, marketing professionals, media representatives, United Way Fox Cities’ partners, other United Ways, and United Way Worldwide.

Internal: Direct interaction with all departments in the organization.
**Job Specifications:**

**Education:** Degree in digital marketing, marketing, communication, or related field preferred.

**Experience:** Experience designing strategic communications, digital marketing knowledge and execution, and content creation required.

**Skills:** Digital marketing and social media; excellent written and interpersonal communications; problem-solving and critical thinking; team player; and exemplifies United Way's core values.

**Preferred:** Knowledge of Google Analytics, Google Ads, social media analytics, WordPress, HTML/CSS, MailChimp and/or Constant Contact, design software (Adobe Creative Suite, Canva, etc.), video editing software, and United Way.

**Hours:** Full-time or part-time options available

**Location:** United Way Fox Cities, 1455 Midway Rd., Menasha, WI 54952
(Note: This is not a remote position, but is temporarily remote/work from home, with optional scheduled in-office days due to pandemic.)

**To apply:** Submit a cover letter and résumé to Susan Perri at susan.perri@unitedwayfoxcities.org.

**Work Environment:**

Work is performed in an office environment. Most work is conducted seated or standing at a desk and requires regular use of a computer. Working under deadlines is an integral part of the job. There are times when the job responsibilities will require longer hours and/or work outside the normal workday and time. Occasional overnight travel may be required.

United Way Fox Cities values the uniqueness of the individual, the power of the collective good and the importance of communities. We promote a climate that welcomes, understands and respects the diversity of our clients, donors, staff, volunteers, agencies and community partners. Dimensions of diversity include, but are not limited to age, race, ethnicity, national origin, religious belief, disability, sexual orientation, gender identity, or any other characteristic protected by law.