



Director of Marketing & Communications

The United Way of Buffalo & Erie County is seeking a Director of Marketing & Communications. The Director is responsible for creating and executing a comprehensive marketing and communications program that drives understanding and support of the United Way of Buffalo & Erie County. This is a full time position reporting to the Chief Executive Officer.

Essential Duties and Responsibilities:

- Responsible for the planning, development, and implementation of all marketing strategies, digital marketing, and public relations activities in order to communicate the mission, vision and values of the United Way of Buffalo & Erie County;
- Develop and communicate content that assists in advancing UWBECC's position on equity, diversity and inclusion within the community;
- Oversee the organization's development and production of marketing materials as well as develop and drive digital content strategy that is inclusive and reaches diverse audiences;
- Craft overall communications strategy, and manage external media and influencer relations, and lead management of media operations on-site at events.
- Develop, manage and oversee the execution of an annual communications calendar;
- Provide staff leadership to the Marketing Committee of the United Way Board;
- Act as spokesperson for the United Way including press work, public speaking, community education, and presentations;
- Collaborate with departments across the organization to ensure the UW mission and values are integrated into projects and programs and ensure consistent messaging;
- Partner with grant funded programs, initiatives, and other special projects to determine their marketing needs and create strategies that align with United Way's mission and brand guidelines as required by United Way Worldwide;
- Serve as chief internal editor for all public messaging including digital communications, advertising, marketing materials, special events and public education campaigns;
- Develop, oversee, and monitor budgets and cost centers including overseeing purchasing and vendor relations activities on behalf of the division;
- Recruit, hire, develop and support diverse team members and independent consultants as needed;
- Provide supervision and support for those positions assigned to the division;
- Represent the United Way's mission, vision and values; exemplify the competencies of the Director of Marketing & Communications position;
- Support diversity, equity, and inclusion work within the organization and in the community;
- Visibly demonstrates UW values of service, integrity, collaboration, accountability, equity & agility;
- Participate in mandatory meetings and training programs;
- Performs other duties as requested.

United Way of Buffalo & Erie County has a commitment to equal opportunity employment by affirming the value of diversity and by promoting an environment free from discrimination. UWBECC encourages people of diverse backgrounds and experiences to apply for this position.

Qualifications, Knowledge and Skill Required:

- Bachelor's Degree in a related field with 5+ years of work related experience or equivalent.
- Proven experience in developing creative advertising materials, direct mail, email and online advertising communications for diverse audiences.
- Demonstrated commitment to diversity and equity.
- Contributes to an inclusive working and learning environment by welcoming diverse perspectives, acting as a change agent and considering outcomes.
- Excellent interpersonal and communication skills and the ability to work on diverse cross-functional teams in both leadership and member roles.
- Strong presentation and writing skills.
- Skilled at crafting and delivering compelling stories in a variety of formats.
- Ability to simplify complex information and clearly communicate through multiple communication channels to diverse audiences.
- Social Media expertise.
- Ability to successfully delegate and provide team members with growth opportunities
- Must possess strong interpersonal skills and is a relationship builder.
- Must possess a valid driver's license and access to a reliable automobile.

Contact Information:

For consideration please email a cover letter and resume to jobs@uwbec.org attention Beth Sullivan, Human Resource Manager.