

Fostering an Equitable, Engaged, Empowered Community



CAREER OPPORTUNITY:

Social Media and Digital Communications Manager

Position Posted: 1/22/2024	Application Deadline: 2/5/2024
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- To apply, please send a cover letter and resume to careers@unitedwaydm.org
- For more organizational information, please visit www.unitedwaydm.org

Organizational Summary:

For more than a century, United Way of Central Iowa (UWCI) has played a unique role in bringing together people and organizations from every corner of central Iowa to create and implement initiatives that address the community's most pressing needs. UWCI has purposely leaned into its expertise and has sought out the expertise of others in the community to ensure lasting impact. Growth and adaptation plus tried and true strategies are helping the organization to dig deep and foster an equitable, engaged, and empowered community.

Today, UWCI has sixty-seven employees and is dedicated to authentically engaging nonprofits, businesses, elected officials, community leaders and those with lived experiences to collaborate and implement long-lasting solutions. UWCI remains committed to building upon its work to eliminate barriers and challenges for all central Iowans. The organization invested nearly \$19 million into the community during the fiscal year ending on June 30, 2023.

United Way of Central Iowa was recognized by *The Business Record* as one of the Top 25 Most Influential Nonprofits in the Greater Des Moines region in 2023. UWCI continues to invite and engage new individuals in meaningful impact, working to fulfill the organization's commitment to new and existing areas that promote equity. Our overall strategy – United to Thrive – creates an imperative that all individuals in the community should not just survive but thrive. The United to Thrive focus areas include Essential Needs, Early Childhood Success, Education Success, Economic Opportunity, and Health and Well-Being. See the link above for more information about our organization.

Position Summary:

United Way of Central Iowa is seeking a Strategic Communications Social Media and Digital Marketing Manager to advance United Way's mission of improving lives by strengthening United Way's reputation and visibility as a

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community impact leader through strategic, consistent, and clear messaging in all communications, initiatives, and projects. The digital communications developed and shared by this position advance the organization's strategies in the five areas of a thriving community: Education Success, Early Childhood Success, Economic Opportunity, Health and Well-being, and Essential Needs. This position plays a key role in building the organization's digital presence across diverse audiences and segments through social media, content creation, data analysis, and data management. This position reports to and collaborates with the Strategic Communications Officer.

In addition to having the appropriate knowledge and experience to successfully perform the accountabilities of the role, the best qualified candidate will be an individual who is creative and collaborative, works well with teams, and enjoys building relationships and engaging with a with multitude of internal and external individuals and groups.

We are committed to building an inclusive team; we invite candidates of all backgrounds to apply. This position offers a full benefits package, a hybrid remote work schedule, (2 days at home, 3 days in the office) and a starting salary range from \$63,000 – \$70,000 depending on skills and experience.

Essential Accountabilities Include (but not limited to):

- Develop and implement social media strategies and content calendars to build brand presence, engage with our audiences, and drive website traffic.
- Create compelling and shareable content for social media platforms, ensuring consistency with the brand message and inclusive language.
- Monitor social media channels, respond to inquiries, proactively engage with the online community, and provide analytics and reporting.
- Collaborate to create and implement strategic communication plans that may include search engine marketing (SEM), digital display advertising, social media marketing, email marketing and funnels, and emerging digital marketing methods.
- Collaborate with cross-functional teams to improve website functionality, user interface, accessibility, search engine optimization (SEO), and user experience (UX) and overall visitor journey.
- Execute email marketing, including list curation, asset review and approval send execution, tracking, and reporting.
- Collaborate with donor services and advancement operations group to ensure that data is accurately entered and managed across systems and analyze audience data for effective use in strategic communications across channels.
- Support the coordination of marketing and communication materials for organizational events.
- Work as part of the Advancement team to meet departmental and organizational goals as applicable.
- Participate in internal organizational cross-functional teams.
- Integrate and implement the United Way Worldwide and United Way of Central Iowa brand and messaging within the organization and community.

Competencies

- Writing and Editing: Ability to create concise, clear content through skilled writing and editing
- Data Analysis: Ability to develop information and raw data into meaningful conclusions

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- Creativity: Ability to craft engaging content aligned with trends and community issues to interest and engage audiences
- Team oriented: Ability and willingness to support and collaborate with diverse teams
- Equity understanding and integration: Ability to incorporate the organization's strategic imperative around diversity and inclusion within areas of responsibility.
- Relationship Skills: Ability to establish and maintain good rapport and relationships with internal, partners, external community partners, vendors, and donors
- Research: Ability to identify social media trends and techniques and stay current with social media tools and platforms for digital engagement
- Business Acumen: Ability to understand business-related topics and issues
- Decision Making: Ability to evaluate available information and select an effective suitable course of action using sound judgement
- Initiative: Ability to quickly take sound action to solve or settle an issue or problem in an efficient and professional manner
- Project Management: Ability to plan, direct, and control work tasks to meet specific goals
- Self-motivated: Ability to reach a goal or perform a task with little supervision
- Tact: A keen sense of what to say or do to avoid giving offense; skill in dealing with difficult or delicate situations

Education

- Bachelor's degree in journalism, public relations, marketing, or related field. Extensive related experience may be considered in lieu of some education.

Experience:

- 3-5 years' experience in the field of marketing, public relations, or other communications role
- Knowledge of social media (such as: Twitter/X, Facebook, LinkedIn, Instagram, TikTok) and their native analytics platforms
- Experience working in HubSpot or other content marketing systems
- Knowledge and skills querying data repositories and structured data sources
- Exceptional writing, proofreading, and editing skills
- Basic photography and videography skills
- Proven ability to manage multiple projects through to completion in a fast-paced environment including the ability to act decisively and meet tight deadlines
- Managing highly sensitive organization information with discretion
- Experience in working with diverse populations. This could include but not limited to groups that are diverse based on race, ethnicity, age, education, socio-economic status, and physical and mental abilities.

UWCI is an equal opportunity organization and all qualified applicants for employment or contract assignments will receive consideration for employment without regard to race, religion, skin color, gender, national origin, ethnicity, sexual orientation, gender identity, physical or mental abilities, genetic information, pregnancy, disability, age, family or marital status, veteran status or other characteristic protected by applicable. United Way of Central Iowa will consider qualified candidates with criminal histories in a manner

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consistent with the role requirements and any applicable local, state, and Federal law. If you are a job seeker with a disability, or are assisting someone with a disability, and require accessibility assistance or accommodation to apply for one of our jobs, please call 515-246-6516.