

## United Way of Racine County Job Description

**Job Title:** Digital Marketing and Content Manager  
**Reports to:** Vice President, Investor Relations  
**FLSA Status:** Full-Time Exempt  
**Date Prepared:** November 9, 2018

### Summary.

The position is responsible for developing and executing digital strategies to increase brand recognition and engagement with donors, volunteers, community partners, and the wider community. The position manages the development of stories and content for use through digital platforms. The position is accountable for the day-to-day management of all digital marketing platforms, including website, email marketing, social media, mobile marketing, paid search, and online advertising.

### Essential Duties and Responsibilities.

The duties listed below are intended to describe the general nature and level of work of this position. The list is not meant to be exhaustive or restrictive. Other duties may be assigned.

- Plan, execute and maintain internal calendar for content creation and curation.
- Develop compelling digital content and stories about United Way of Racine County's impact, volunteers, and corporate partners; working with internal teams, including an in-house or contracted videographer.
- Lead cross-functional editorial team to develop content strategies for various audiences.
- Actively seek out and help define new creative methods and media for telling our partner, donor, and volunteer engagement stories.
- Use data and analytics to track and monitor website, email, and social media traffic and optimize campaigns based on the best-performing strategies.
- Oversee the day-to-day management and execution of the national digital services program, in alignment with United Way Worldwide and other local United Ways.
- Optimize digital content to ensure both search engine visibility and favorable user experiences.
- Engage in research and implementation of content architecture, audience segmentation, UI/UX, A/B testing and any other approaches.
- Work with marketing manager to design web pages, email templates, social media posts and other digital marketing materials.
- Work with marketing manager to increase traffic and engagement on United Way of Racine County's digital channels including website, Facebook, Twitter, LinkedIn, and Instagram to raise awareness, generate leads, and increase online donations.
- Work with marketing manager to manage website content.
- Work with Investor Relations department to provide support in the sales of Salesforce Philanthropy Cloud (SPC).
- Work with corporate partners to support onboarding and content management of SPC.

## **Competencies.**

The position must model the competencies expected of all United Way staff:

- **Mission Focused.** Employee's top priority is to create real social change that leads to better lives and healthier communities. This drives employee performance and professional motivations.
- **Relationship Oriented.** Employee understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator.** Employee understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results Driven.** Employee is dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- **Brand Steward.** Employee is a steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

## **Values.**

The position must model and support the values of the organization:

- **Commitment to Community Success.** Make a positive difference and have a measurable impact of enduring consequence.
- **Leadership.** Provide strong leadership and act as a catalyst for promoting positive change in our community.
- **Inclusiveness.** Aspire to involve every segment of the community in every aspect of work.
- **Integrity and Accountability.** Act with integrity that justifies trust.
- **Innovation.** Value innovation in community building to affect positive change.

## **Behaviors.**

To perform the job successfully, an individual should demonstrate the following behaviors:

- **Attendance/punctuality.** Is consistently at work and on time; ensures work responsibilities are covered when absent; and arrives at meetings and appointments on time.
- **Relationship Building.** Strong relationship building skills and ability to work effectively with Mile High United Way donors, volunteers, agencies, and community representatives.
- **Communication.** Excellent verbal and written communication skills, with the ability effectively to communicate in a variety of ways. Strong interpersonal communication skills.
- **Ethical.** A commitment to professional ethics and ability to handle sensitive and confidential information.
- **Team Work.** Ability to interact with internal clients.
- **Planning/Organizing.** Good organizational skills with an ability to prioritize multiple tasks. Strong project management skills.
- **Flexibility.** Ability to adjust to unexpected assignments, difficulties, and work deadlines.

- Personable and Professional – inspire through knowledge, demeanor and uncompromising integrity
- Analytical. Adept at in working with market research, campaign data, calculations, and situation assessment in current and potential markets
- Competitive. A desire to win; and wants team to win, as a coach and a player.
- Intelligent. Capacity to understand complex issues adding value in the ongoing development of the community impact agenda
- Genuine. Strong sense of emotional intelligence and calmness under stress.
- Quality. Demonstrates accuracy and thoroughness.
- Quantity. Meets productivity standards; completes work in timely manner. Works hard, works smart, works fast and gets results.

### **Education/Experience.**

- Bachelor's degree preferred.
- 3 to 5 years of digital marketing experience
- Experience interviewing internal and external stakeholders from all demographics.
- Experience developing SEO and SEM strategies.
- Experience developing and implementing customer or donor journey campaigns.
- Experience planning, executing and optimizing digital marketing campaigns in-house or in an agency setting.

### **Special Skills**

- Understand the various digital marketing platforms and best-practices for utilization.
- Exceptional writing and editing skills.
- Combination of marketing and publishing mindset; always thinking "customer first."
- Understand journalistic writing principles

### **Computer Skills**

- Experience with various content management systems and platform such as Drupal, and WordPress.
- Familiarity with HTML and CSS.
- Experience with systems and applications like Salesforce, Marketing Cloud, Exact Target, Hootsuite, CVENT.
- Experience in managing online advertising campaigns such as Google AdWords.
- Experience using Google Analytics and analyzing results.

### **Supervisory Responsibilities.**

None.

### **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 the essential functions. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include: close vision, distance vision and ability to adjust focus.



United Way  
of Racine County

While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear.

**Benefits and other compensation.**

United Way offers an attractive salary, excellent benefits that include health, and dental coverage, vacation and other paid time off, life insurance, retirement plan, and much more. United Way of Racine County is an Equal Opportunity Employer.

Please submit a resume, cover letter and references to the address below or via email to [janderson@unitedwayracine.org](mailto:janderson@unitedwayracine.org).

United Way of Racine County  
RE: Digital Marketing and Content Manager  
2000 Domanik Drive  
Racine, WI 53404