

## **Job Announcement – United Way of Payne County**

November 2024 – The position will be open until filled.  
We will start considering applications November 21, 2024

**Position:** Marketing Director – Full-time, Salary, Exempt (35 hours per week)

**Reports To:** Executive Director

### **Summary:**

The Marketing Director is responsible for creating and implementing the strategic vision for United Way of Payne County's overall marketing and communications function. The Marketing Director stewards United Way of Payne County's brand reputation in the communities we serve through innovative, targeted campaigns and storytelling in partnership with our community and resource development teams. The Marketing Director is responsible for collaborating across our organization to create innovative marketing and communication strategies which will ultimately lead to achieving our overall strategic priorities by building our brand and increasing awareness, fundraising revenue and volunteer engagement, as well as our relevance and respect among our target audience(s).

### **Essential Job Functions:**

- **Marketing & Communications** – Promote United Way through a comprehensive marketing plan including print and digital media.
- **Brand Management** - Certify brand standards and create engaging content across all communications platforms.
- **Digital Media and Website Maintenance** – Ensure content is current and accurate; create online forms, contribution pages and events.
- **Graphic Design** - Design marketing materials for web and print such as brochures, annual reports, social media posts, etc.
- **Event Coordination** - Plan and manage all United Way events.
- **Annual Campaign Support** - Work with the United Way team, Board of Directors, and local nonprofits to promote United Way's annual campaign across Payne County.

### **Benefits and Compensation:**

Compensation commensurate with education and experience. Pay range \$38,000-\$50,000. Health insurance and Holiday Leave after 30-day introductory period. IRA match, Vacation and Sick Leave after 90-day introductory period.

### **Qualifications:**

Bachelor's degree or equivalent experience OR 3 years of relevant work experience in marketing, communications, graphic design or related field.

### **To Apply:**

Email your resume and cover letter describing your interest in working as the Marketing Director for United Way of Payne County and how you would approach this job to Ruth Cavins, Executive Director at [info@unitedwaypaynecounty.org](mailto:info@unitedwaypaynecounty.org).