



United Way of Central and Northeastern CT Position Description

TITLE: Director of Communications
DEPARTMENT: Communications
REPORTS TO: Vice President – Relationship Management

Position Summary: Oversees and implements the marketing and communications plan that positions and promotes our local United Way as the best choice for charitable giving to change community conditions. Ensures messaging in all forms is consistent and in alignment with brand. Supervises and mentors communications staff.

Responsibilities:

- Implements strategic marketing plans to achieve year-round fundraising, volunteer and advocacy engagement objectives.
- Plans and oversees development of all marketing messaging, communications pieces, advertising, and promotion activities.
- Ensures all marketing messages are consistent and in alignment with organization's vision.
- Oversees development and implementation of online engagement strategy, including design, implementation, and analysis of messages to targeted audiences.
- Develops metrics to evaluate effectiveness of marketing campaigns and events.
- Develops streamlined materials review process for organization.
- Oversees planning and implementation of organizational events (ex., Community Campaign events, Annual Meeting, etc.).
- Develops and implements annual work plan and related spending plan for all Communications materials/activities throughout the organization.
- Serves as media contact/spokesperson in absence of President and/or Senior Vice President as needed.
- Coaches and supervises communications staff which includes providing opportunities for professional growth and development to achieve organizational goals and objectives.
- Establishes and maintains relationships with industry influencers and key strategic partners.
- Staffs communications and/or marketing committees in United Way regions, as necessary.
- Attends Board of Directors, internal/external meetings, and other committees as necessary.
- Provides other project management support as needed.

Requirements:

Bachelor's degree in communications, public relations, marketing or related field plus 5-7 years relevant experience including staff supervision. Previous United Way experience preferred. Excellent writing and interpersonal skills; demonstrated experience with e-communications, graphic design and public relations is necessary. Sound judgment, good organizational skills, analytical ability and event management experience is a requirement for success in this role. A working knowledge of Microsoft Office, Excel, graphic design and e-communications software is essential.

For consideration please forward your resume with a cover letter:

**United Way of Central and Northeastern CT
Human Resources
30 Laurel Street, Hartford, CT 06106
Fax: 860.493.6806 or email: positions@unitedwayinc.org
EOE – M/F/D/V No phone calls please**