

United Way of Roanoke Valley

Job Title: Vice President, Marketing & Communications
Department: Marketing & Communications
Reports to: President & CEO
Status: Exempt
Date: May 2022

Organization: The mission of United Way of Roanoke Valley is to improve lives by mobilizing the caring power of people in our community. By leading important initiatives and making strategic investments in health and human service partners, we work toward our goal of positively and sustainably changing community conditions.

Please visit www.uwrv.org to learn more about United Way of Roanoke Valley.

Summary: The Vice President (VP), Marketing & Communications is responsible for brand management and oversight of the Marketing and Communications Department including organizational positioning, strategic planning, media relations and communications

The VP, Marketing & Communications leads the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. This individual is an ambassador for the organization and builds relationships with the media with the goal of advancing the organization's position with relevant constituents, as well as to drive broader awareness and donor support for the organization. They are oversee United Way of Roanoke Valley's varied and integrated communications products and services including: design and development of marketing collateral tools, newsletters and other print publications; web, e-news and other online communications; media and public relations; and other marketing related events and activities.

The VP, Marketing and Communication must believe and exemplify United Way of Roanoke Valley's mission, vision and values, including exhibiting confidentiality when working with sensitive and personal information, and a sensitivity and respect for cultural diversity.

Commitment to equity, diversity & inclusion

We take the broadest possible view of diversity.

We value the visible and invisible qualities that make you who you are.

We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community.

We believe that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems.

We strive to include diversity, equity, and inclusion practices at the center of our daily work.

We commit to using these practices for our business and our communities.

Cultural Competence: The VP, Marketing and Communications adopts a lens of cultural competency that conveys empathy, support, and an understanding of the people they work with both internally and externally, engage with, and the people they serve. This competency helps to build trust and effective engagement, build stronger relationships, expand our organization's reach, and more effectively and respectfully engage with people regardless of background.

Core Competencies are characteristics that all employees are expected to exhibit as a member of the UWRV team. For complete details that include attributes and behaviors please see the United Way Core Competencies Checklist in the shared Human Resources Network Folder. These include:

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- **Mission Focused:** Top priority is creating real social change that leads to better lives and healthier communities.
- **Relationship Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator:** Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results Driven:** 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:** Understands his/her role in growing and protecting the reputation and results of the organization, and thus, the greater network.

Additionally, members of the Senior Leadership team should exhibit the following competencies:

- **Talent Management & People Development:** Fosters a work culture that receives and provides constant feedback to help develop a highly functioning, effective, collaborative team, while demanding high performance and results aligned to our mission.
- **Business Acumen & Strategic Direction:** Understands the United Way network, the community we serve, and our business environment and is able to align resources effectively to contribute to helping the organization grow resources and capacity.
- **Operational Planning & Execution:** Is effective at collaborating cross-functionally to establish effect and efficient processes that align their team's priorities with the greater organizational goals, strategy and mission, and inspires and motivates internal and external stakeholders.
- **Outward Turning:** Effective, visible, attentive spokesperson who develops strategic relationships within the community, seeks opportunities both inside and outside the network to build skills and knowledge which can challenge the organization to reach our potential, while establishing themselves as a leader on critical issues and solutions affecting the community.
- **Drive for Stakeholder Success:** Results-driven to maximize social change and enhance the quality of life in our community by proactively working in alignment across all functions of the organization to advance our mission, meet impact and revenue goals, and demonstrating a strong commitment to creating value for stakeholders, in order to achieve organizational success.
- **Effective Communication:** Skilled and passionate communicators who can articulate our message in a way that inspires others to act in service to the organization and community; and, promotes and sells ideas persuasively, in order to shape the opinions of key stakeholders and promote and project a positive image of the organization.
- **Adaptability and Change Management:** champion and facilitate change to ensure long-term community sustainability by adapting successfully to changing needs while maintaining positive relationships with internal and external constituents.
- **Cross-Functional Capability and Collaboration:** Effectively works cross-functionally using a team-oriented mindset and approach to collaborate for results based on knowledge of current conditions and future trends both internally and externally.

And as the lead team member of the marketing and communications team, the VP, Marketing and Communications should exhibit the following competencies:

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- **General Marketing Acumen:** Takes a strategic, long-range view, sees the big picture and identifies with the wants and needs of diverse stakeholders by using integrated storytelling techniques to tell our story, share key messages and engage and influence stakeholders in a compelling and influential manner.
- **Product Management:** Brands and promotes UWRV strategy to support the mission by using the product management process to frame and package “community-building strategies” into products that are attractive, appealing, and “sellable” to increase engagement and commitment of current and new stakeholders.
- **Creating Brand Experience for Everyone:** Brings the brand to life and enables everyone who interacts with UWRV to experience the power of our mission by recognizing and acting on the needs of external and internal customers with the goal of building sustainable relationships through a brand experience that creates positive sentiment and behavior change to increase stakeholder commitment.
- **Effective and Engaging Communication:** Effective and passionate communicator who articulates our message in a way that inspires others to act through designing, shaping and executing comprehensive, multi-faceted stakeholder plans that support our strategy and objectives, builds relationships and works to position UWRV as a leader in community impact.
- **Donor Influence:** Uses data to plan and execute strategic marketing and communications activities and materials in support of the development and engagement of donors by developing and managing messaging image and positioning of our brand to donors by working cross-departmentally with CI and RD and others to obtain information used to create materials and products that increase sentiment, behavior change and commitment among prospective and current donors.
- **Volunteer Engagement:** Creates an attentive and responsive brand experience that attracts, engages, and retains volunteers by bringing the brand to life so prospective and current volunteers experience the power of our mission, by working cross-departmentally with CI and RD and others to obtain information used to create materials and products that increase sentiment, behavior change and commitment among prospective and current volunteers.

Key Accountabilities include the following:

1. Develop, implement and track progress against the annual organizational marketing and communications plan, and manage related resources. Lead, motivate and deploy staff, volunteers and vendors to meet plan objectives and performance expectations.
2. Oversee production of all marketing and communications deliverables, leveraging resources available through United Way Worldwide whenever possible. Develop, coordinate, and communicate organizational messaging; and equip staff and key volunteers to effectively communicate UW’s value.
3. Pursue and maintain strategic alliances, partnerships and co-marketing opportunities to strengthen UWRV’s brand reputation, and support outreach to relevant market segments.
4. Provide a visible, strong, leadership presence across the organization as a member of the senior team. Champion cross-functional alignment to operationalize impact strategies, and work with senior team to ensure a culture focused on the UWRV’s values and guiding principles to achieve community impact goals.

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Essential Duties and Responsibilities include the following:

1. Strategic Planning and Management

- Develop and lead the implementation of an integrated strategic communications plan utilizing various media to advance UWRV's brand identity; broaden awareness of its priorities, funded programs, and initiatives; and increase the visibility of its services across key stakeholder audiences
- Develop a marketing/public relations strategy that will allow UWRV leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers
- Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to address them
- Monitor progress and effectiveness of strategies to inform adjustments, inform future decisions, and drive for greater results. Maintain knowledge of best and promising practices from other United Ways and other organizations that could be adapted to meet UW's goals.
- Serve as communications counselor/guide to UWRV leadership team, Board of directors, and staff leads for UWRV initiatives.

2. Communications Operations

- Oversee the development, execution, production and distribution/placement of all UWRV print and electronic communications including the annual report, newsletters, ads, marketing collateral materials, news releases, etc.
- Supervise vendor assignments and contracts related to MarCom projects.
- Serve as secondary spokesperson in support of the CEO. Serve as lead point person on media interactions that help promote and/or impact the organization
- Exercise judgment to prioritize media opportunities, prepare talking points, speeches, presentations and other supporting material as needed
- Actively engage, cultivate and manage press relationships to ensure coverage surrounding UWRV programs, special events, public announcements, and other projects
- Oversee the day-to-day activities of the communications function including budgeting, planning and staff development

3. Staff and Volunteer Management

- Recruit, convene, and leverage UWRV Board of Director's – Marketing/Communications Committee, and other volunteers to serve as strategic drivers, focus group/sounding boards, and community ambassadors for United Way's work relative to organizational goals.
- Lead, motivate and guide staff and volunteers to meet organizational objectives and performance expectations. Coach and support staff for improvement, growth and continuous learning.
- Provide superior service that exceeds the expectations of both internal and external customers.

4. Cross Departmental Collaboration:

- Collaborate with Community Impact team to develop timely, effective and compelling messages for staff and volunteers to use, and to ensure cohesive messaging and UW brand experience for donors and key stakeholders
- Collaborate with Community Impact and Resource Development to engage the community in strategic advocacy and volunteer opportunities, and provide periodic reporting of UW's progress according to identified metrics.

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- Lead and coordinate the implementation of UWRV's online engagement strategy through timely and relevant web and social media content
- Participate with the President and other management staff in providing a visible, strong, leadership presence across the organization. Work collaboratively with senior leadership team members to ensure organizational success.

5. Other Responsibilities

- This position also initiates or is directed by President and CEO to perform additional duties or tasks to support United Way's mission.

Supervisory Responsibilities: Directly supervise Marketing and Communications staff. Oversee other UW staff, volunteers and interns on a project-basis, as assigned. Perform supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include participating in interviewing and hiring; training employees; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Education and/or Experience:

- Bachelor's degree in marketing, communications, journalism, or related field is required, an advanced degree is preferred
- Minimum 7 years of experience in a management role either in-house or with an agency. Track record for translating strategic thinking into action plans and output. Demonstrated experience and leadership in managing a comprehensive strategic communication, media relations, and marketing program to advance an organization's mission and goals
- Relevant experience in influencing, engaging, and supervising direct and indirect reports and peers
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements
- Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media. Experience in planning, writing, editing, design and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories

Language Skills: Ability to communicate effectively and persuasively with diverse audiences. Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media

Computer and Analytic Skills: Proficiency in Microsoft Office suite programs. Comfortable using databases, social media, and web-based tools/applications.

Licenses: Valid Virginia Driver's License

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.

While performing the duties of this job, the employee is regularly required to sit, talk and/or hear. The employee is frequently required to use finger and hand motion and occasionally required to

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stand walk and reach with hands and arms. The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee works in a normal office environment under moderate heat and noise levels with minimal in-the-field activities within the UWRV service area. Some night and weekend work is required.

Statements in this Position Description are intended to describe the general nature of the work being performed. They are not intended to be a complete list of all responsibilities, duties and skills required for the position.

UWRV offers excellent benefits, a great work environment and is an equal opportunity employer.