

United Way of Roanoke Valley

Job Title: Content Marketing Specialist
Department: Marketing & Communications
Reports to: VP of Advancement
Status: Exempt, Onsite
Date: September 2023

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.

Summary: The Content Marketing Specialist is responsible for developing marketing and communication content across multiple platforms, driving donor and volunteer engagement and retention, and ensuring a positive customer experience. This includes developing, editing and managing content, and ensuring quality, integration, and relevance of all materials for UWRV and its initiatives. A self-motivated storyteller, this position understands the logistical elements of narrative writing, AP writing style, and how to write for—and share information on—different digital platforms. The person in this position drives the development and publication of content—both online and offline, and can write both short, shareable content and longer editorial pieces.

The CMS 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 CMS adapts 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.

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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:

- **Mission Focused:** The 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 their role in growing and protecting the reputation and results of the organization, and thus, the greater network.

Additionally, members of the UWRV team should exhibit the following competencies:

- **Effective Communication:** Skilled and passionate communicators who articulate our message in a way that inspires other 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.

Additionally, members of the Marketing & Communications team should exhibit the following competencies:

- **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.

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- **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:

- Develop compelling content and stories about our impact, volunteers, and corporate partners. Projects regularly requiring content curation are marketing collateral, annual report, direct mail solicitations, videos, and social media platforms
- Plan, execute, and maintain internal calendar, content pipeline, and content marketing campaigns
- Manage digital communications to include email, social media and website content

Essential Duties and Responsibilities include the following:

The CMS is a strategic thinker who can brainstorm ideas, develop concepts, and produce thoughtful, irresistible content for the organization's website, social media, print publications, marketing materials, presentations, and other written materials. The CMS will be responsible for regularly producing purposeful, engaging content to clearly communicate marketing messages and project a positive and successful message.

Specifically,

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Content Development

- Enhances UWRV's storytelling capacity by identifying and capturing stories with attention to content/style editing, copywriting, and design, for both online and offline channels. Recommends new mediums in which to tell these stories.
- Manages the development and execution of high-quality content including: blogs, social media posts, infographics, videos, stories, case studies, and more for UWRV and its initiatives.
- Compellingly demonstrates the personal impact of United Way's mission while incorporating data surrounding measurable outcomes.
- Ensures all content is on-brand and consistent in terms of style, quality, and tone of voice, and optimized for the user experience.
- Works with other team members to design web pages, email templates, social media posts and other marketing materials that enhance content

Digital Communications

- Collaborates cross-functionally to create a variety of content for multiple channels, including the website, social media, and newsletters.
- Assist to increase traffic and engagement on UWRV's digital channels (i.e., website, Facebook, Twitter, LinkedIn, Instagram, etc.) to raise awareness, generate leads, and increase online donations
- Uses best practice strategies to increase content views and shares. Collects data and feedback regarding engagement, perception, and influence of the United Way brand.
- Continuously engages stakeholders with online content and conversation.
- Report on digital results and provide insights and recommendations.
- Create documentation for processes, A/B tests, and digital marketing promotions.
- Collaborate with cross-functional stakeholders to create and execute data-driven, dynamic email campaigns and deliver highly-targeted/segmented marketing campaigns, lifecycle emails, retention/reactivation programs, and loyalty building communications.
- Execute various email campaigns, including the template designs, calls-to-action, and content used in our email sends.

Project & Event Management

- Participates in the event planning process – including small- to large-scale organizational and community events.
- Works collaboratively with Resource Development & Marketing team members to build brand experiences for prospective donors, volunteers, and advocates.
- Supports the design, development, and production of marketing and communication materials
- Negotiate and place media (paid and unpaid) in print, outdoor, online and social media
- Engages with vendors and key staff contacts to ensure quality of materials. As needed, works with vendors to order materials, track delivery and process invoices

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Other

- Perform other related duties as required.

Supervisory Responsibilities: None

Ideal Qualities & Qualifications: The following are representative of the knowledge, skill and/or ability required to satisfactorily perform the essential job duties. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. In addition, the CMS must have:

- Highly creative, problem solver, critical thinker, communicator/collaborator
- Strong initiative and planning skills; must be able to work independently and as part of a team
- Ability to manage multiple projects simultaneously and meet all deadlines
- Quick learner, enjoys staying up-to-date with digital marketing trends
- Strong attention to detail
- Excellent organizational and time management skills. Proven project management skills with the ability to multi-task and set priorities

Education and/or Experience:

- Bachelor's degree in communications, journalism, marketing, public relations or related field.
- 3-5 years of relevant experience.
- Experience working in a marketing or advertising capacity

Language Skills (please provide writing samples):

- Excellent oral, written communications skills
- Ability to recognize and create excellent human interest stories.
- Must be able to write content, copy, messaging and marketing communications in a variety of styles, voices and tones, adaptable to different audiences

Computer and Analytic Skills:

- Proficiency in Microsoft applications (especially Word, Excel and Outlook).
- Photoshop skills a plus, but not required.
- CRM donor database software experience desirable.
- Utilization of digital and social technologies, and experience managing social media platforms
- Solid understanding of web metrics, digital analytics, and ability to generate, analyze and interpret data.
- Working knowledge of/experience with HTML, Flash, JavaScript, and CSS desired.
- Utilization of digital and social technologies.
- Understanding of SEO best practices

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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 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 varied occasions of in-the-field activities within the Roanoke Valley. Occasional night and weekend activities may be 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.