
UNITED WAY OF NORTHERN NEW JERSEY

MANAGER, MARKETING AND COMMUNICATIONS

Organization overview:

United Way of Northern New Jersey is seeking a marketing and communications professional to support its work to achieve racial and economic equity for those individuals and families struggling to make ends meet, including **ALICE**[®] (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed) and those in poverty.

United Way of Northern New Jersey is one of 1,800 United Ways around the world. Each United Way is an independent entity that serves a specific community. This United Way serves a five-county region including Morris, Somerset, Suburban Essex, Sussex, and Warren counties.

United Way raises funds and invests in solutions that positively impact the people in our community. We're investing in ALICE's future in the workplace, at home, and across the community.

Department:

Marketing & Communications

Reports to:

Senior Director, Marketing & Communications

Broad Function/Purpose:

As part of the Experience Team, which is dedicated to fortifying United Way Northern New Jersey by elevating stakeholder experiences at all touchpoints, this role will help to craft marketing and communications strategies, execute marketing and communications marketing plans, and develop marketing and communications assets. This work will be in support of key United Way of Northern New Jersey projects and programs, as well as fundraising/partner development outreach and events.

Primary Responsibilities:

- Work with program/project leads to develop multi-channel (online & offline) marketing and communications strategies
- Work with program/project lead to implement multi-channel (online & offline) marketing and communications strategies



This job is intended to provide a summary of the broad functional and primary responsibilities of the position. It is not all inclusive. It is subject to change including new responsibilities, removal of responsibilities, changes in reporting relationship, and other revision at management's sole discretion at any time.



United Way
of Northern New Jersey

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- In collaboration with program/project leads and Marketing & Communications teammates, develop marketing and communications assets including, but limited to, email, event materials, direct mail, website content, social media content, presentations, speeches, talking points, brochures, and press materials
 - Craft creative briefs that bring creative needs to life in such a way that informs and inspires those working on creative asset development
 - Develop and manage timelines to ensure the timely delivery of marketing and communications assets
 - Continually mine for key audience insights via research, data, and observations, and use those insights to inform marketing and communications strategies, tactics, and creative
 - Regularly innovate, introducing new ideas for trial. This includes organizing and leading brainstorming sessions
 - Understand and fully embrace the service provider aspect of the position, treating program/project leads as valued customers
 - Serve as a brand guardian by understanding the brand and the brand guidelines, and ensuring the brand is consistently presented and protected
 - Keep Marketing & Communications teammates, cross-functional colleagues, and, when necessary, senior management, informed about marketing and communications developments
 - Contribute to other projects as assigned

Requirements:

- Undergraduate degree, preferably in marketing, communications, or journalism
- At least seven years of marketing and communications work experience
- Exceptional and demonstrated writing skills
- Excellent interpersonal, and verbal communication, and public speaking skills
- At least three years of hands-on project management work experience
- Strong experience in all forms of digital marketing
- Outstanding time management skills
- A quick study

Job Type:

- Full time: 35 hours per week

Compensation:

- \$65,000 to \$75,000 salary range
- Benefits: Health, Vision, Dental, 401k, 401k match, Paid Holidays and Paid Time Off (PTO)

Work Environment:



UnitedWayNNJ.org | @UnitedWayNNJ

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- This job function uses standard office equipment, such as computers, phones, printer, and photocopiers
 - Hybrid: Primarily remote, some office meetings with staff, board volunteers, vendors, and donors

Submit résumé and cover letter to: Laura.Bruno@UnitedWayNNJ.org



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