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® (Asset Limited, Income Constrained, Employed) 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 is unlike any other in the country, running both a national research organization called United For ALICE as well as serving community needs across a five-county region including Morris, Somerset, Suburban Essex, Sussex, and Warren counties.

The funds raised by this United Way are invested in unbiased data insights, innovative solutions, and on-the-ground impact to address financial hardship, improving life for ALICE and all.

Department:
Marketing & Communications

Reports to:
Senior Director, Marketing & Communications

Broad Function/Purpose:
As contributing to 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 and execute marketing and communications strategies, plans, and assets for United For ALICE@Work. This initiative is helping corporate partners in New Jersey and across the country create a workplace environment that’s committed to the common good – empowering all employees, including ALICE workers, to achieve career goals that bolster financial stability. Our approach includes a new pilot education program as well as providing examples of workplace strategies that both support workers and a company’s bottom line. In addition, this initiative in New Jersey is focused on unpaid family caregivers and addressing their needs at home, in the workplace, and in the community.

Primary Responsibilities:
• Work with program/project leads to develop multi-channel (online & offline) marketing and communications strategies.
• In collaboration with program leads and Marketing & Communications team, develop marketing and communications assets including, but not limited to, email, event materials, website content, social media content, presentations, speeches, sales materials, talking points, brochures, videos, 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.
• Innovate, introducing new ideas for trial. This includes organizing and leading brainstorms.
• 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 team, cross-functional colleagues, and, when necessary, senior management, informed about marketing and communications developments.

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
• An understanding of cross-functional team dynamics along with the ability to facilitate effective interactions by working collaboratively with representatives from different departments
• Strong experience in all forms of digital marketing
• Outstanding time management skills
• A quick study

Job Type:
• Full time, one-year contract position at 35 hours per week

Compensation:
• This is a grant-funded, one-year contract position without benefits, with the possibility of annual renewal, based on grant funding. The annual pay ranges from $80,000 to $90,000.

Work Environment:
• This job function will have access to standard office equipment, such as computers, printers, 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

Equal Opportunity Policy
United Way of Northern New Jersey provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.