
UNITED WAY OF NORTHERN NEW JERSEY

MANAGER, MARKETING AND COMMUNICATIONS

Organization overview:

[United Way of Northern New Jersey](#) works 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.

Diversity Statement:

[United Way of Northern New Jersey](#) celebrates diversity and believes it makes us stronger. We are committed to creating an inclusive environment where everyone feels valued, respected, and empowered. We actively encourage applications from individuals of all backgrounds, including underrepresented groups. Our goal is to foster a workplace that reflects the rich tapestry of human experiences, perspectives, and talents. Join us as we build a diverse and vibrant team!

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:

Business Development/Marketing & Communications

Reports to:

Vice President, Brand Engagement and Creative Communications

Broad Function/Purpose:

As part of the Business Development Team, this role will be a strategic marketing and communications professional who partners with internal program teams to develop strategies and assets that help drive fundraising efforts and amplify the organization's mission with donors, volunteers, clients, and the public. This work will be in support of key United Way of Northern New Jersey community programs, as well as fundraising/partner development outreach and events.



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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.



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Primary Responsibilities:

- Work with program/project leads to develop multi-channel (online & offline) marketing and communications strategies
- In collaboration with program/project leads and Business Development teammates, develop marketing and communications assets including, but not limited to, email, event and fundraising 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
- Serving as a thought partner with program leads, bringing a marketing and communications lens to help shape program goals
- Serve as a brand guardian by understanding the brand and the brand guidelines, and ensuring the brand is consistently presented and protected
- Actively presenting an organizational mindset of openness, equity, and inclusion through language, practices, and imagery in all public-facing interactions
- Keep Business Development teammates, cross-functional colleagues, and, when necessary, senior management, informed about developments in marketing, communications and fundraising trends
- Contribute to other projects as assigned

Requirements:

- Undergraduate degree, preferably in marketing, communications, journalism or a related field
- At least seven years of similar marketing and communications work experience, preferably within the nonprofit sector, supporting fundraising efforts
- Exceptional and demonstrated writing skills
- An understanding of cross-functional team dynamics along with the ability to facilitate effective interactions by working collaboratively with representatives from different departments
- 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
- Video editing and Canva skills a plus
- Outstanding time management skills
- Reliable transportation to and from work, events, and other business-related activities.



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Job Type:

- Full time: 35 hours per week

Compensation:

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

Work Environment:

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

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.



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