

Position: CONTENT MARKETING MANAGER
Hiring Organization: United Way of Salt Lake
Salt Lake City, UT
Department: MARKETING AND COMMUNICATION
Reports to: SENIOR DIRECTOR OF CONTENT AND DIGITAL MARKETING
www.uw.org
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ORGANIZATION BACKGROUND AND EVOLUTION

United Way of Salt Lake (UWSL) has made a promise to our community – to change the odds so all children and their families have the same chance to succeed in school and life. Our role has evolved from primarily a fund-raising, fund distribution organization to what it is today—a community problem-solving organization, dedicated to advancing the education, income and health of our neighborhoods and communities to ensure that every child succeeds every step of the way, from cradle to career.

UWSL has adopted a unique approach to community problem-solving called Collective Impact. Collective Impact brings many different sectors together to find new and innovative ways to address challenges and develop lasting changes.

UWSL is committed to excellence. We have adopted high standards of accountability and operate with integrity and transparency. We provide outstanding customer service.

WORK ENVIRONMENT

UWSL's work environment is fast-paced, friendly, committed, nonpartisan, and ever changing. Employees are dedicated, appreciated, and recognized for their efforts. All levels of personnel are engaged in the work daily. We offer competitive wages and a generous, comprehensive benefit package. Our focus is on high level results by communicating, aligning and integrating our organizational goals.

POSITION OVERVIEW

The goal of this position is to produce a variety of creative content that advances our ability to communicate with partners, donors, and the general public; the content develops connections between the community and the impact individuals make as United Way partners. 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. This development magnifies the reach, impact, and influence of all campaigns through highly sharable content.

KEY RESPONSIBILITIES

1. Write, edit, and post content to online and offline sources.
2. Continuously engage stakeholders with online content and conversation.
3. Collaborate on cross-functional teams to develop content strategies for various audiences.
4. Compellingly demonstrate the personal impact of United Way's mission while incorporating data surrounding measurable outcomes.
5. Actively seek out and help define new creative methods and mediums for telling our partner, donor, and volunteer engagements stories.
6. Repurpose and create engaging copy for web pages, emails, invitations, brochures, social media, online advertising, direct mail, and more.
7. Collect data and feedback regarding engagement, perception, and influence of the United Way brand.
8. Collaborate with marketing team members to ensure design, text, message, and brand consistency.

9. Assist team members with editing, providing constructive feedback as needed.
10. Use best practice strategies to increase content views and shares; differentiate between on- and off-brand messaging.
11. Performs other related duties as assigned by the supervisory personnel.

POSITION REQUIREMENTS

- Exceptional AP style writing and editing skills
- Combination of marketing and publishing mindset; always think “customer first”
- Understanding of journalistic writing principles such as: inverted pyramid and hourglass formatting
- Ability to develop long-form content, and to create immediate content/articles
- Strong interpersonal communication skills
- Experience interviewing internal and external stakeholders from all demographics
- Ability to prioritize multiple assignments with potentially conflicting timelines
- Flexibility adjusting to unexpected assignments, difficulties, and deadlines

MINIMUM REQUIREMENTS

- Minimum 2-5 years of editorial experience in marketing-related role
- Bachelor’s in related field such as: marketing, journalism, PR, communication
- Complete proficiency in blogging and social media platforms
- Portfolio of writing samples

PHYSICAL REQUIREMENTS

The person in this position is regularly required to communicate clearly in oral and written formats. Must be able to transcribe, read extensively, and prepare assignments for digital and hard-copy distribution. Frequently communicates with stakeholders; must be able to exchange accurate information. The person in this position needs to occasionally move about the office, and community, to access files, equipment, materials, and conduct interviews.

SALARY INFORMATION & FLSA STATUS

This is a non-exempt position that pays: \$21.64 - \$ 26.44 hourly depending on experience.

TO APPLY

Only complete applications will be considered for the position. Complete applications include a cover letter, resume, and employment application. Employment applications and the complete job description can be found at <http://www.uw.org/about-us/careers.html>

NOTE: *The statements in this position description are intended to describe the general nature and level of work being performed but are not to be seen as a complete list of responsibilities, duties, and skills required of the person employed. Also, the statements do not establish a contract for employment and are subject to change at the discretion of the employer.*