

**Position:** WEBSITE AND EMAIL 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](http://www.uw.org)  
**Date Prepared:** October 14, 2015

### **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**

Facilitate stakeholder experience through effective website management, email strategy, and SEO best practices. This position calls for a combination of creativity and analytical insight to develop email campaigns and responsive website content. Manage email segmentation, technology implementation, and acquisition efforts. Collaborate with team members to drive conversion, lead generation, and fundraising KPIs by creating reporting dashboards and analysis.

### **KEY RESPONSIBILITIES**

1. Manage website projects and activity using SEO to maximize web traffic.
2. Manage email marketing campaigns start-to-finish.
3. Create dashboard and custom reports, and critically analyze data to propose recommendations to internal stakeholders in various departments.
4. Deliver segmented lists of measured results to create new insight on developing donor and volunteer relations.
5. Lead continuous advancement of best practice in web and email activities helping measure, facilitate, and improve user experience.
6. Partner with various stakeholders to create and execute data-driven projects and activities.
7. Manage multiple web and email campaigns with potentially conflicting timelines.
8. Performs other related duties as assigned by the supervisory personnel

### **POSITION REQUIREMENTS**

- Solid understanding of email marketing technology
- Able to thrive in fast-paced, results-driven environment

- Must be a fast learner, self-directed, and able to prioritize several projects
- Must demonstrate effective communication, time management, and analytical skills
- Experience with CRM and SEO to build, and segment, audiences for campaigns
- Knowledge of: HTML, CSS, ActionScript, JavaScript, Flash, and content management systems
- Experience with online metrics (Google Analytics) to measure, analyze, and interpret data
- Experience with SalesForce, ExactTarget, marketing automation tools, and Photoshop a plus

#### **MINIMUM REQUIREMENTS**

- Minimum 2 years website and email marketing experience with B2B or B2B2C brands
- Bachelor's in related field such as: communication, marketing, journalism, graphic design, or web design
- Measurable performance in previous digital marketing and web activities

#### **PHYSICAL REQUIREMENTS**

The person in this position is regularly required to communicate clearly in oral and written formats. Frequently communicates with internal and external stakeholders; must be able to exchange accurate information. Must be able to transcribe, read extensively, and prepare digital marketing content for computer use. The person in this position must occasionally move about the office to access files, equipment, and materials.

#### **SALARY INFORMATION & FLSA STATUS**

This is a non-exempt position that pays \$23.10 - \$27.89 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.*