

About Us

United Way of Central and Northeastern Connecticut is one of more than 1,200 autonomous United Ways in our nation and nearly 1,800 community-based United Ways in 45 countries and territories. Since 1924, $900 million has been raised through our United Way to help people in our community.

**Our Mission**

To engage people to improve lives and change community conditions. We have the unique ability, vision and resources to bring together diverse stakeholders around a community vision of creating positive change to achieve long-lasting results for children and families.

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**Join Our Team! Career Opportunity**

We are searching for an experienced **Director of Marketing Communications** who is a leader in developing a strategic vision for marketing communications, in collaboration with leadership and an external advertising agency, to be part of our United Way team located in Hartford CT.

As the **Director of Marketing Communications** you will be responsible for overseeing United Way of Central and Northeastern Connecticut’s inbound marketing team, work with outside agency on the development and execution of brand strategy, marketing communications, public relations, events, social media and website.

*What you’ll do:*

* Participate and execute on the ongoing development of United Way’s overall brand strategy, positioning and marketing initiatives
* Manage the marketing communications team
* Monitor effective benchmarks for measuring the impact of marketing programs, and analyze; review and report on effectiveness of campaigns to maximize results
* Develop and maintain project estimates, budgets, timelines and status reports
* Conduct consistent and timely meetings with agency and internal team to establish priorities and review status of projects
* Collaborate with agency to effectively execute projects and campaigns including the development of content
* Strategize with the agency and internal team on development of social media and marketing plans, draft creative briefs with team input
* Coordinate with the agency online/social media strategies for online campaigns, social media programs, email campaigns and integrated marketing campaigns
* Develop content for United Way’s website, social media pages, radio program and blogs
* Assist in public relations outreach
* Address and resolve issues/conflicts that are hindering progress or completion of deliverables/project
* Help in the development of project best practices
* Assist in the logistics and planning of events and meetings
* Support VP of Marketing and Resource Development in other projects as needed

***About you:***

* Bachelor’s degree in marketing, communications or related field is required
* Agency or for-profit experience is a plus
* Minimum of 5 years of related marketing management experience
* Minimum of 7 years of marketing experience
* Broad knowledge of and related marketing communications, branding, public relations, events, social media and website development experience
* Additional experience outside of brand marketing (e.g., Customer Relationship Management, digital marketing, e-commerce, customer insights, sales, strategy consulting) is a plus
* Ability to execute innovative marketing programs that directly support revenue strategies
* Excellent written communication skills across multiple platforms
* Effective project management skills
* Forward-thinking with the ability to drive strategy, implement tactical planning and take action
* Proven ability to influence cross-functional teams without formal authority
* Collaborative team player who enjoys working closely with other departments to create tightly integrated strategies
* Keen analytical and critical thinking skills
* Ability to balance competing priorities
* Strong business acumen and a demonstrated ability to develop and maintain professional and personal relationships with key partners and customers

***How to apply:***

Qualified applicants should submit a resume and a cover letter describing 1) their qualifications and experiences 2) salary requirements, and 3) how they learned about the position to:

United Way of Central and Northeastern CT

Human Resources

30 Laurel Street

Hartford, CT 06106

Email: positions@unitedwayinc.org No phone calls please.

United Way of Central and Northeastern Connecticut is an equal opportunity employer M / F / D / V.