



COMMUNICATIONS MANAGER Position Description

As part of the Resource Development & Marketing team, United Way of Missoula County's Communications Manager will ensure a consistent organizational voice and experience across multiple communication channels. Working as a member of the team, and under the supervision of the Director of Development & Marketing, the Communications Manager will create and launch captivating communications experiences to enable our targeted audiences to discover, explore, interact with, and support United Way of Missoula County. (An overview of United Way is found on pp. 4-6.)

- The Communications Manager must be capable of creating authentic relationships between brands and consumers.
- The Communications Manager will be an experienced marketing professional and a change agent capable of driving growth.
- This individual will bring proven experience leveraging community engagement events in order to strategically grow an organization's footprint.

Duties include:

Writing & proofreading

- Create compelling, emotional stories that inspire and motivate others to engage with United Way
- Lead development of content across all communication channels
- Effectively leverage communications to drive revenue and influence consumer behavior
- Collaborate with internal and external team members, including organizational leadership, program managers, volunteers, and marketing firm to produce content and materials
- Research content ideas, conduct interviews and craft stories
- Write, present and modify copy
- Proofread all materials
- Develop materials to increase donor education, and engagement
- Champion United Way's brand standards, messaging and tone of voice
- Serve on and/or staff cross-functional committees in support of United Way's mission and goals

Marketing Materials

- Work with Director of Development & Marketing to develop and implement strategic marketing and communications plan
- Brainstorm visual and copy ideas with team members

- Manage marketing firm and track communications & marketing projects from idea to completion
- Effectively use multi-media forms to communicate United Way's work and impact broadly (including videos, graphics and written word)

E-mail Marketing & Social Media

- Plan, create and execute coordinated content for e-mail newsletters providing a consistent, compelling and brand-compliant message for United Way and its programs
- Create compelling visuals and graphics to support written content
- Work with Resource Development & Marketing Director, Development Manager and Office & Program Manager to ensure accurate information and e-mails are shared between the CRM system and mass email system
- Maintain United Way's master email calendar in coordination with other users
- Increase organization's social media presence and effectiveness by planning and implementing communications campaigns
- Coordinate the maintenance of the contact lists within mass email system in conjunction with other users.
- Track, monitor and report email performance metrics for e-mail newsletters (i.e., open rates, click-through rates and more) to key internal stakeholders
- Analyze performance data and make recommendations for improved performance strategy
- Other duties as assigned.

Skills/qualifications

- Excellent written and verbal communicator
- 3-5 years' experience producing communication materials, preferably for nonprofit organizations or education equivalent. Writing samples requested
- Professional-level proofreading
- Social media interest and expertise
- Design skills preferred—knowledge of Canva, Adobe Creative Suite, video capture and editing, etc.
- Familiarity with mass email systems preferred (we use Constant Contact)
- Proven ability to review and leverage CRM data to improve customer retention
- Ability and desire to try new strategies and contribute new ideas in a team environment
- Ability to thrive in a fast-paced, collaborative environment
- Ability to incorporate constructive criticism and meld individual voice into a coherent organizational voice and expression

Working relationships

United Way of Missoula County employees work closely with colleagues and community partners; they are expected to maintain a positive, professional work atmosphere through communicating and behaving at all times in a manner that is courteous to colleagues, board and advisory board members, donors, volunteers, other organizations, the media, the public, and all others.

Physical Requirements

While performing the duties of this job the employee is regularly required to walk; sit; bend; stoop; use hands to grasp, handle or feel objects, papers and related office machines; reach with hands and arms; talk; and hear. The employee must be able to lift and/or move up to 20 pounds on a regular basis. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus. Must be able to work extended hours when required or requested by management.

Working Conditions

Office space, furniture, and equipment for this position will be provided by United Way of Missoula County, including at the employee's home. Due to the COVID-19 pandemic, most employees choose currently to work from home. United Way reserves the right to inspect the home office environment to ensure employee health and safety. The United Way office work environment consists of working primarily indoors, with and around others. The noise level in the work environment is usually moderate.

Other

Must be capable of regular, reliable and timely attendance, either in office or in home working environment. This position may require occasional in-state and out-of-state travel; United Way will assume responsibility for the costs related to travel, consistent with federal-government reimbursement rates.

Salary and benefits

Salary range: \$48,000-\$51,000 annually. Benefits include medical insurance (including 100% employer-paid insurance premiums and an employer-funded Health Savings Account); generous vacation leave and 11 paid federal holidays; employer-funded retirement plan after one year, professional development and training opportunities; flexible work environment; and more.

United Way of Missoula County is an Equal Opportunity Employer. We do not discriminate in employment on the basis of race, color, religion, gender (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, parental status, military service, or other non-merit factor.

United Way of Missoula County

MissoulaUnitedWay.org

LIVE UNITED



**OUR MISSION:
BUILDING A BETTER COMMUNITY FOR ALL**

United Way of Missoula County builds a better community for all, especially in the areas of education, financial stability, and health.

We collaborate with diverse community partners to identify important social issues and bring together resources to address them.

We give donors a trusted, one-stop way to support critical services for people in need, and we make sure that donated dollars are invested wisely and well.

Overview of United Way. United Way of Missoula County is a 501(c)3 nonprofit organization whose programs, initiatives, and projects address the systemic, underlying problems in the areas of health, education, and financial stability that prevent community members from thriving. For more than 90 years, United Way has served as one of western Montana’s leading nonprofit organizations.

Our mission is to harness the caring power of community to improve conditions in education, financial stability, and health – the building blocks of a good life. Our vision is of a western Montana where everyone, especially our most vulnerable neighbors, are healthy, educated, and thriving. Toward that end, United Way serves as a convener, leader, collaborator, champion and/or creator of broad, community-wide initiatives that find, implement, and evaluate solutions to pressing challenges in our three focus areas. In partnership with the business, philanthropic, public-sector, faith, nonprofit, educational, and healthcare communities, United Way programs and initiatives are working to reduce suicide; strengthen support for young children and their families, including by starting children on the path to lifelong learning; decrease childhood obesity; prevent substance use disorder; end homelessness; reduce catastrophic property loss in the wildland-urban interface; and improve equity. We are also the fiscal sponsor of two other programs:

- **The Missoula Nonprofit Center**, a virtual hub providing training and education to the nonprofit community and connecting them to volunteers, resources, and networking opportunities.
- **The Montana Black Collective – Missoula**, which seeks to engage and empower persons of African ancestry living in the Missoula community. MBCM stimulates intellectual, political, spiritual and social growth among its membership, and is committed to the deconstruction of racism of all forms throughout the larger community.

United Way of Missoula County annually raises approximately one million dollars, principally from private sources. Although funds raised locally are invested locally, and we operate with

substantial autonomy, our United Way is one of 1,800 community-based affiliates of United Way Worldwide, the nation's largest privately supported nonprofit organization. With collective revenues of \$4 billion+, and a substantive presence in 45 countries, United Way Worldwide sets rigorous membership criteria and aspirational standards of excellence for its local affiliates. United Way Worldwide also provides its members with access to significant funds, training and networking opportunities, and award-winning branded materials and programs. Annually, all United Ways certify their adherence to high standards and comprehensive requirements in the areas of financial reporting, governance, ethics, diversity, and operations.

The evolution of our programming. For our first seven decades, United Way was known principally as a clearinghouse that distributed charitable contributions. Funds raised – principally through payroll-deduction campaigns in workplaces (as described below) – were granted to a variety of other health and human-service nonprofits. Over the last 12+ years, however, our programmatic emphasis shifted – deliberately – from making grants to other nonprofits to supporting the broad, community-driven initiatives described in the above section. This reflects a shift from focusing on **agency** needs to focusing on **community** needs.

We focus on education, financial stability, and health, in order to better deploy our limited funds where they can make the most difference. We deliberately transitioned from funding short-term strategies and unaligned programs to a **collective impact** model, where the entire community works together to develop and implement prevention-focused strategies that lead to effective, measurable long-term solutions to deeply entrenched problems.

Although we continue to honor donor designations to qualified 501(c)3 organizations in Missoula, Mineral, and Ravalli counties, United Way's work in the 21st Century centers on supporting – with funding, volunteers, in-kind support, and networking – this community-developed, community-driven work. These investments provide donors with a better return on their investments. United Way holds ourselves accountable to our donors and our entire community through our steadfast commitment to continually measure – in real terms – improvements in education, financial stability, and health.

The evolution of our fundraising. Historically, the majority of United Way's funds were raised through payroll-deduction campaigns in local workplaces, including businesses, the public sector (city, county, state, university, school district) and through the Combined Federal Campaign (payroll-deduction in the federal workplace). Workplace fundraising and, in fact, all United Way fundraising, took place in the last quarter of the calendar year, in what was always called "campaign." Other sources of funds included corporate and foundation gifts, and gifts from individual donors not in the workplace (principally retirees). Campaign results determined the amount of grants United Way approved and disbursed to qualified nonprofit charities in Missoula and Ravalli counties.

Over the last decade, as our programmatic focus shifted, so, too, did our fundraising model. This was in response to changing demographics and changes in the workplace. The aging and retirement of the Baby Boom generation (the core of our workplace donors), the rise of the Millennial Generation, the evolution of the entrepreneurial economy, and the explosive growth of the nonprofit sector all compelled United Way to rethink our fundraising approaches in order to remain relevant and healthy.

United Way now engages in **year-round fundraising** from a variety of sources. Although workplace campaigns remain a major source of United Way's support, we now use the term "campaign" only in reference to workplace giving. Our focus is on building and maintaining

lasting relationships with donors and volunteers, rather than our past focus on building relationships with companies/organizations. In order to reach individuals outside of the traditional workplace, we have stepped up our media, public outreach, communication, and marketing efforts, and implemented innovative fundraising and volunteer-engagement events . We have a staff of eight full-time and two part-time professionals, including two full-time development professionals.

But United Way is more than a fundraising organization. We do not wait for problems to land in our laps. Instead, we dig for the challenges that need us most, and we marshal our collective resources – our funds, our hands, our heads, our networks – to solve them. In collaboration with diverse partners, and in a variety of ways, we continually aspire to excellence as we work to build a better, stronger, healthier Missoula for all.