

United Way of Cambridge and North Dumfries

Job title	<i>Manager of Marketing and Communications</i>
Reports to	<i>Executive Director</i>

Job purpose

This position is charged with ensuring effective internal and external marketing and communications in support of United Way of Cambridge and North Dumfries brand positioning and strategic priorities.

Reporting to the CEO the position must be able to effectively manage multiple projects, sometimes under tight deadlines. He or she will work closely with other staff members and will have a proven ability in preparing effective communications messaging, positioning statements and program material for intended audiences.

He or she will be a member of the management team and is expected to demonstrate ongoing progress in his or her work and be an effective brand steward and champion of change.

Duties and responsibilities

Prepare and implement a comprehensive plan for marketing, communications, public relations and media relations strategies that are consistent with United Way Canada - Centraide Canada national brand strategy and United Way of Cambridge and North Dumfries strategic priorities.

- Creation of all tools and tactics to meet the strategies as defined above
- Working with the management team to identify and create strategies
- Recruit, develop and support volunteers to support plan
- Coordinate and support event planning as necessary

Manage a communications program, including public and media relations, internal and external stakeholders.

Support the CEO and board of directors in responding to media inquires, as appropriate.

Maintain and coordinate external web presence, ensuring it accurately reflects the organization's strategic priorities and brand positioning. Develop and coordinate a social media strategy.

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Qualifications

A university degree or college diploma in public relations, communications, marketing or a closely related field.

A minimum of three years of directly related work experience.

Experience with media relations

Expertise in public relations strategies and tactics.

Demonstrated experience of capacity to develop and manage internet sites and social media.

Excellent oral and written communication skills.

A strategic and creative thinker who excels at follow-through.

Excellent project management skills and ability to work under tight deadlines.

Strong team player who works in a facilitative manner to effectively influence others.

Strong computer and technology skills, including proficiency with MS Word, PowerPoint, Excel, Publisher and web programs.

Working conditions

The position requires the successful applicant able to consistently represent the organization in the best possible way internally and externally. At times, the person will be required to work irregular hours due to the demands of the position.

Interested applicants should submit resume and cover letter by December 23, 2011 to Ron Dowhaniuk at ron@uwcambidge.on.ca.