



A COLLABORATIVE
APPROACH OF



United Way
of Snohomish County

Job Opportunity

Title: Social Media & Communications Manager – Regular/Full-time

Hiring Range & Benefits: \$44,000-\$50,000 Salary + Full Health/403(b)/Paid Leave

Apply: Submit a resume and cover letter [Here](#) by May 8th.

Job description

We aren't your typical United Way. We've recently embarked on a new, collaborative approach to help families with children 0-8 escape the traps of poverty. Our new work is called [CORE](#): Creating Open Roads to Equity. It's bold, innovative, and is already changing the way local nonprofits, public partners, and private businesses work to help families in our community.

CORE moves whole families out of the traps of poverty through a collaborative approach serving both children and the adults in their lives, together.

We are looking for someone who can take our social media game to the next level--elevate our CORE brand, tell compelling stories, and make United Way of Snohomish County's social media channels the envy of other organizations.

Position summary

As a member of the Marketing and Engagement team, the social media and communications manager develops and implements an overall strategy for United Way's social media platforms, including Facebook, Twitter, and Instagram, and leads digital communications, including audio and video productions, photography, and other electronic media. The focus for this position is on visual and engaging communications with the goal of telling stories, increasing UWSC's reach, and staying relevant with the ever-changing digital landscape. This position is also required to produce analytical results that support the success of the social media plan over time.

Our Team

Integrity, collaboration, innovation, equity, and outcome-oriented are the values our staff uphold that motivate and inspire our work.

A typical day in the life of this role includes:

Social Media

- Develop, implement, and own the annual social media plan, setting goals to enhance the organizational brand and increase engagement
- Be the lead writer to create social media posts across all platforms weekly and in most cases multiple times per week
- Plan, schedule, and manage all social media posts
- Create engaging multimedia content such as videos, and/or outsource this effectively
- Develop a mix of daily, weekly, monthly, and seasonal social campaigns
- Form key relationships with influencers across all social media platforms

- Manage and facilitate social media communities by responding to social media posts and encouraging discussions
- Report monthly analytics to the director of marketing & engagement for all social media platforms to assess trends and make recommendations for improvements
- Remain informed of what's current, new, and next both in the United Way network and in the digital content marketing space; this role will be responsible for curating innovative ideas on how to consistently elevate our brand with volunteers, donors, partners, business leaders, community members, and other diverse audiences through our digital channels

Communications

- Contribute to the thinking and development of the overall annual marketing plan for the organization.
- Manage and distribute the bi-monthly e-newsletter and lead other email campaigns for the organization. Tasks include: write articles, design layouts, conduct interviews for stories, and manage MailChimp email list
- Track monthly e-news open rates, click rates, and analyze data to improve content and engagement
- Working with director of marketing & engagement, develop traditional media plan that includes newspaper, TV, and radio, as needed.
- Write press releases about events and awards, manage the media list, and distribute to media outlets
- Work cross-functionally with Resource Development, Impact & Investments, and Finance departments as it relates to Marketing and Engagement
- Assist with research, copywriting, and materials development, as needed.
- Maintain and manage the organization's image library
- Take photos at special events, as requested
- Other assistance as assigned by director of marketing & engagement

A strong candidate will have the qualifications listed below.

Education and/or Experience

- Bachelor's degree in marketing, communications, English, or related field. A combination of education and/or relevant experience may be substituted in lieu of degree requirements.
- Three to five years related experience in social media marketing, digital communications, communications management or equivalent combination of education and experience.

Knowledge/ Skills/Abilities

- Effective and engaging communicator both written and oral with a wide variety of partners.
- Entrepreneurial and innovative.
- Proficient in Outlook, Word, Excel, PowerPoint. Exceeds proficiency in digital platforms, including Facebook, Twitter, Instagram, Google Analytics, MailChimp, Hootsuite or other social media management tool, and other social and digital applications.
- Working knowledge of database management, content management systems, and design and web software, including Photoshop, InDesign, Premier, After Effect and Audition.
- Proven track-record working with social media in a professional setting.

- Editing and proofreading skills.
- Strong organizational skills with ability to prioritize and handle multiple tasks.
- Ability to work under pressure, deadlines, and time constraints.
- Ability to interact and communicate effectively with all levels of the organization and community.
- Ability to read, analyze, and interpret information to inform results.
- Ability to respond effectively to sensitive inquiries or complaints.
- Current, valid driver's license; use of a private vehicle; and valid automobile insurance.
- Meet the criminal history check review standards.

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Reports to: Director, Marketing & Engagement

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