



Title: Marketing Manager

Department: Marketing and Communications

Reports to: Communications Director

Posting Deadline: September 19, 2011

Announcement: 11-21

Position Summary

The Marketing Manager supports the development and implementation of strategic plans and messages for United Way of Metropolitan Atlanta. This position communicates the United Way value proposition and will create a compelling case for support. This individual provides research based-analysis, account management, sales support and collaborates with various departments to facilitate organizational initiatives and drive our mission.

The Marketing Manager will increase brand awareness of United Way of Metropolitan Atlanta and its work through strategic marketing and communications that build loyalty, increase engagement and drive revenue. This position will also provide analysis of market research and translate data and Community Engagement work into powerful and compelling messages which inspire and move people to action.

Responsibilities

- Acts as liaison between Marketing & Communications and Resource Development; providing marketing and sales support for fundraising and year-round relationship-building activities
- Utilize data to segment and develop cultivation strategies and direct communications for a variety of target audiences, including donors, prospective donors, volunteers and the public
- Support identification, development and implementation of strategic marketing and communications plans for internal and external audiences
- Develop and write multi-faceted communications and sales tools that engage target audiences both online and offline with information about the organization
- Gather information to advise management on emerging social media trends and determine on-line advertising and social media opportunities

- Serve as a critical member of the Marketing & Communications department and Marketing Advisory Committee

Qualifications

- Bachelors degree with minimum 5 years experience in marketing or communications

Skills and Abilities Requirements

- Excellent writing, editing and communications skills
- Solid understanding of direct marketing and e-marketing initiatives and platforms
- Proven ability to be a results-oriented team player who works effectively with wide range of clients
- Ability to manage multiple projects simultaneously and meet deadlines
- Proven ability to work under pressure
- Proven ability in developing marketing and communication strategies
- Customer- focused

Send Resumes: **ATTN: Marketing Manager**
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