

---

**Job Title:** Vice President, Marketing  
**Department:** Marketing  
**Reports to:** CEO  
**Status:** Exempt, Full-time  
**Date:** April 1, 2022

### **Primary Responsibilities:**

As a key leader in the organization, this Vice President will provide business and marketing thought leadership to the organization and will collaborate with the Leadership Team to provide visionary leadership to all stakeholders in the organization's operating model. This leader will develop strategies and implement initiatives to increase the number of individuals and organizations that donate to, advocate for and volunteer with the United Way, to improve the lives in the Southern Nevada area and to deepen their engagement with the organization.

### **Essential Duties:**

1. Collaborates with the organization's Marketing Committee including interacting with volunteers and coordinating meetings and communications.
2. Research, create, develop content, design, and coordinate a wide variety of United Way marketing materials, including but not limited to collateral materials promoting initiatives, advertising, weekly e-newsletters, campaign materials, event invitations, and signage.
3. Oversees the creative and development process, including strategy, research, conception, and brand development.
4. Directs, develops, and maintains the organization's strategic online marketing and communications plan. Oversees all items on the organization's website for content and accuracy.
5. Increases social media following by developing new strategies and integrated plans. Coordinates with the team to create policies, engagement plans, and dynamic, accurate, and consistent social media content.
6. Creates compelling messaging to engage donors and volunteers in UWSN's work. Integrates copy consistently and appropriately across all communications vehicles and in handling inquiries, questions, and interactions with volunteers, vendors, agencies, and the public.

7. Manages and oversees the Marketing Department to ensure the compelling, accurate, consistent, and timely delivery of all marketing and communications deliverables.
8. Creates public relations plans to communicate UWSN's community work and gain media coverage. Updates coordinates and directs media outreach.
9. Creates communications plans and manages marketing and communications to gain engagement through special events and press conferences.
10. Serves as a project management resource for all UWSN departments, programs, and initiatives.
11. Manages video production including creating scripts and managing the videographer, review, and approval process.

### **Secondary Duties:**

- Performs related duties as required.

### **Environment:**

The environment for this position is an open office area that is clean and comfortable. It may include some minor annoyances such as noise, odors, drafts, etc. The incumbent is in a non-confined office-type setting in which he or she is free to move about at will.

### **Physical Activity:**

While performing this work, the incumbent:

- Will spend substantial time standing, sitting, speaking, and listening.
- Must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

### **Equipment and Software Operation:**

The incumbent in this position may operate any/all of the following equipment:

- Telephone, cell phone, and fax machine
- Computer, printer, and related equipment
- Copy machine
- Audio-visual equipment

Computer software may include any or all the following:

- Adobe Professional Suite
- Microsoft Office
- Internet Explorer
- Donor Database and/or Customer Relationship Management System
- Audio/Video Editing

### **Position Requirements:**

These specifications are general guidelines based on the minimum experience normally considered essential to the satisfactory performance of this job. Individual abilities may result.

To perform effectively in this position, the incumbent must have:

- Excellent written and verbal communications skills.
- Demonstrated knowledge in marketing and communications.
- Personal accountability for expectations, timelines, and measures. A high degree of initiative and ability to work with both minimal direction and collaboratively.
- Ability to maintain ongoing contact with others at different levels both internally and externally to the organization. Required to use diplomacy and judgment in dealing with others and must influence persons in all types of positions.
- Ability to create, research, and develop online and print marketing collateral items through graphic design and copywriting.
- Demonstrated knowledge in developing successful social networking plans to engage current and prospective contributors.
- Ability to evaluate and research United Way of Southern Nevada's website to create a plan to engage current and prospective contributors through the website.
- Proficiency in the Adobe Professional Suite, MS Office, Word, PowerPoint, and updating websites.
- A professional demeanor and appearance.

These requirements are met by any combination of education that includes a bachelor's degree in Marketing, Communications, or related field and a minimum of eight to twelve years of working experience in increasingly responsible positions in Marketing, Public Relations, Advertising, Communications, Graphic Design, or related field. Minimum five to eight years supervisory experience. Prior non-profit experience is preferred.



**Diversity, Equity, & Inclusion** We take the broadest possible view of diversity. **We value** the visible and invisible qualities that make you who you are. **We welcome** that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community. **We believe** that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems. **We strive** to include diversity, equity, and inclusion practices at the center of our daily work. **We commit** to using these practices for our business and our communities. Join us in embracing diversity, equity, and inclusion for every person in every community. LIVE UNITED

5830 W. Flamingo Road  
Las Vegas, NV 89103  
702-892-2300  
[www.uwsn.org](http://www.uwsn.org)

Diverse candidates are encouraged to apply.