



United Way of Rutherford  
& Cannon Counties

## Job Description

### *United Way of Rutherford and Cannon Counties*

**Job Title:** Director of Marketing and Communications  
**Reports to:** President and CEO  
**FLSA Status:** Regular Full-Time Exempt  
**Date Revised:** July 2021

**POSITION SUMMARY:** The Director of Marketing and Communications supports the mission, goals, values, and philosophy of the United Way of Rutherford and Cannon Counties by exhibiting the following professional behaviors: commitment to excellence, exceeding expectations, efficiency and effectiveness, and accountability. As a member of the United Way of Rutherford and Cannon Counties' professional team, the individual's performance includes superior demonstration of the following professional attributes: ethical leadership, effective communication, teamwork, and job knowledge. The Director of Marketing and Communications develops and implements communications, public relations and marketing goals and strategies that support the mission and vision of the United Way.

#### **PRIMARY DUTIES AND RESPONSIBILITIES:**

- Develop short and long-range communications, public relations and marketing goals and strategies for United Way
- Develop and maintain a positive image of United Way using successful brand management techniques
- Collaborate with other departments and corporate/community partners to ensure appropriate brand management
- Develop and maintain United Way's online communications, including but not limited to: email communication, social media outlets, and websites
- Produce and design content and imagery for print publications and communication tools, including but not limited to: brochures, annual report, impact reports, signage, etc.
- Produce digital tools such as Powerpoint presentations, video, PSAs, etc.
- Maintain positive working relationships with local media (including but not limited to newspapers, radio and television stations) to promote United Way; includes producing and distributing content for media releases and securing features in various mediums
- Develop promotional materials and items to be used in the community to promote brand awareness
- Collaborate with other departments to produce materials, such as informational pieces, event collateral, direct mail messaging, etc.
- Develop and maintain United Way's crisis communication plan; implement the plan when necessary
- Primary duties and responsibilities are not all-inclusive, and employee will be asked to fulfill other duties as required.

**SUPERVISORY RESPONSIBILITIES:** None

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **EDUCATION AND EXPERIENCE:**

- Bachelor's degree in business, communications, public relations, marketing or related field
- Seven to ten years of experience in business, communications, public relations, marketing, sales or related field

#### **OTHER SKILLS:**

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#### **Mission Statement**

*The United Way of Rutherford and Cannon Counties improves lives by advancing opportunities for education, health and financial stability for all.*

#### **Vision Statement**

*To be the primary community solutions leader for human services.*



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- strong interpersonal skills and problem-solving skills
- ability to communicate effectively with a diverse range of individuals
- highly developed organizational and planning skills
- highly developed oral and written communication skills (with particular emphasis on news writing skills)
- ability to manage multiple projects and tasks simultaneously
- graphic design skills
- advanced proficiency in Microsoft Office (Word, Excel, Powerpoint, Publisher, Outlook)
- advanced proficiency in InDesign and Photoshop

**WORK ENVIRONMENT:** Position is in an office setting that involves everyday risks or discomforts that require normal safety precautions. Frequent off-site meetings and events are also a component of this position.

\*The above statements are intended to describe the general nature and level of work being performed by individuals in this position. They are not intended to be an exhaustive list of all duties, responsibilities and skills of personnel so classified.

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Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
President and CEO Signature

\_\_\_\_\_  
Date

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