

United Way of San Antonio and Bexar County

Job Description



United Way of San Antonio
and Bexar County

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| TITLE: | Director of Communications | | |
| DEPARTMENT: | Marketing | GRADE: | 22 |
| IMMEDIATE SUPERVISOR: | Vice President, Marketing | EXEMPTION STATUS: | Exempt |
| DATE POSTED: | 11/29/21 | EXPIRES: | 12/17/21 |
| JOB LOCATION: | San Antonio, TX | SALARY RANGE: | Negotiable |

ABOUT US

United Way of San Antonio and Bexar County is dedicated to improving people's lives by helping individuals and creating community-level change. Our work includes leading cross-sector collaborations, advocating for public policy changes, and investing in programs and initiatives that help those in need and prevent problems from happening in the first place. Improving quality of life and advancing the greater good involves focusing in four Impact areas: 1) preparing children for kindergarten 2) encouraging students to graduate and reach their full potential 3) helping individuals and families become self-sufficient, and 4) providing a safety net of services for those in crisis.

JOB SUMMARY

The Director of Communications will lead the organization's internal and external communications efforts. This position is responsible for delivering impactful stories, developing engaging content in print and video, ensuring a consistent brand voice and cultivating relationships to amplify the work and impact of the organization. The ideal candidate is someone with excellent communications skills, a good attitude, determination, goal-driven and eager to help transform and impact our community for future generations.

DUTIES AND RESPONSIBILITIES

- Create and execute the communication strategies to achieve UWSA's strategic goals
- Develop and manage internal/external communications, including crafting talking points, scripts and key messaging for staff and volunteers
- Ensure annual workplace campaign messaging is effectively incorporated into all campaign marketing materials, presentations, videos and social media content.
- Benchmark and measure the impact of messages, organizational effectiveness and community trust
- Conduct personal interviews, including program beneficiaries, volunteers, donors, impact and community partners
- Develop impactful stories and messages to inspire giving, advocating and volunteering
- Articulate UWSA's impact work using community and outcome data in compelling ways that inspire action and investment
- Copywrite, edit and develop materials for Senior Leadership, Resource Development and other departments, to include support in preparing content, speeches, position papers and other organizational statements
- Build community awareness and support mobilization efforts around impact focus areas
- Serve as editor-in-chief by coordinating with others to develop, copy edit and optimize content for appropriate placement
- Contribute to the development and implementation of annual content calendars and communications plans
- Create, curate and re-purpose relatable content to attract, inform and engage the community and enhance the UWSA brand
- Collaborate and coordinate messages on multiple channels including, but not limited to digital newsletters, website, mobile app, impact one-pagers, donor appeals, event scripts/remarks, print materials and more
- Assist staff with preparation for interviews or live media appearances – refine messages, explain the process and procedures for the media opportunity
- Ensure UWSA's commitment to inclusion, diversity, equity, and access is conveyed and reinforced in and across messaging
- Support UWSA events by collaborating with staff on content and help identify speaking opportunities
- Identify audiences and tailor messaging in culturally competent and relevant ways
- Produce monthly and yearly reports that demonstrate communication effectiveness and media activities
- Respond and craft media inquiries in partnership with the Vice President of Marketing
- Support and/or manage any supporting communications/marketing team members as assigned
- Contribute to the overall success of UWSA and the marketing department by performing other essential duties and responsibilities as assigned

EDUCATION AND EXPERIENCE

- 7+ years of progressive corporate communications, consulting and/or nonprofit communications
- **Strong proficiency** with applicable software packages including but not limited to MS Windows; MS Office, including MS Word, Excel, Outlook, and PowerPoint
- **Strong proficiency** in editing skills; knowledge of AP style; ability to write in a variety of styles/voices; demonstrated ability in creative writing and storytelling
- Experienced producing a variety of content deliverables, including blog posts, articles, white papers, speeches, presentations, podcasts, videos, webinars, infographics, social media chatter, emails and media relations materials
- Experience with writing and distributing news releases, requests for coverage and bylined editorial content
- Proven leadership: ability to plan/prioritize, develop and deliver content across multi-channels
- Exercise good judgment and work well under pressure; adaptable to change and ability to mobilize resources

BENEFITS

- Employer-subsidized healthcare plan with employer-funded HRA offered
- Group dental, vision, life insurance and other insurance products available
- Paid holidays, volunteer, days, personal days and sick leave time
- 403(b) retirement plan with employer matching available

WORK ENVIRONMENT

- Normal office environment with little exposure to dust, noise and extreme temperatures
- Reliable personal transportation required
- Ability to lift or move up to 20 lbs.
- Extended work on a PC for extended periods of time
- Monday-Friday, 8:15 am to 4:45 pm work week with occasional evening and weekend hours

SPECIAL SKILLS / INFORMATION

- Excellent written and verbal communication skills
- Professional demeanor, confident and goal-oriented
- Outgoing, self-motivated and creative
- Excellent team player with the ability to bring innovative ideas to the organization
- Ability to manage, prioritize and coordinate multiple projects to completion
- Strong conceptual skills and ability to translate data effectively
- Ability to thrive in a fast-paced, dynamic team environment
- Understanding of corporate branding, brand voice and tone in both print and digital media
- Detail oriented with attention to detail
- Work well independently with an ability to work collaboratively with others
- Appropriately responds to constructive feedback

The above statements are intended to describe the general nature and level of work being performed by associates assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed. The contents of this job description may change as deemed necessary by United Way of San Antonio and Bexar County.

APPLY

To submit your application visit <http://bit.ly/uwsajobs>.

- Applications WILL NOT be accepted via email.
- Contact uwjobs@unitedwaysatx.org should you experience problems submitting your application.

United Way of San Antonio and Bexar County is an Equal Opportunity/Affirmative Action Employer. As an Equal Opportunity Employer, we do not discriminate on the basis of age, race, sex, sexual orientation, gender identity, gender expression, color, religion, national origin, disability, genetic information or any other status protected by federal, state or local law.