

Job Description

Job Title: Manager -Marketing and Communications

Reporting to: CEO

Department: Resource Mobilization

Location: Hyderabad

Work Schedule: Full time position. Core Hours of Monday-Friday,9:00 am to 5:00 pm and 9:00 am to 2:00pm on second, fourth and fifth Saturdays. Must be able to work a flexible schedule, including early morning, evening, and weekend work.

1. Overall Purpose of this Role: Work closely with the CEO in managing United Way's marketing and communications strategy in alignment with the organization's mission and vision. Plan and execute effective marketing and strategic communications initiatives and projects that build the United Way brand, strengthening relationships with key constituencies.

2. Key Accountabilities:

- Work closely with the CEO in developing and directing the implementation of long- and short-range plans for the purpose of meeting the organization's marketing and communications goals
- Plan and executive Giving Campaign for the organization, which includes employee giving campaigns, Payroll giving campaigns and Cause marketing on digital platforms
- Work closely with Community Impact staff to understand United Way's "programs" in order to present clear information to the community (media, donors, volunteers, staff, etc.)
- Develop and conduct ongoing research to support the planning and development of organization marketing strategy and tactics
- Serve as the organization's lead media contact, handling both short- and long-term PR activities.
- Onboarding and providing contract to consultants and creative services agencies to develop marketing and communication materials like video, printed collaterals audio elements etc.

Staff Leadership

- Select, guide, motivate, and participate in the training, professional development, and evaluation of direct reports
- Provide goal setting, visioning, leadership, and strategic direction for Marketing and Communications team members
- Responsible for accurate and timely completion and/or approval of organizational documents, including but not limited to performance reviews, professional development plans and goals

3. Professional Competencies:

a) **Mission Focused**

- Strives vigorously to accomplish shared goals
- Separates one's own interests from organizational interests to make the best possible judgments for the organization

b) **Manage Relationships / Relationship-Oriented**

Ability to communicate effectively to develop, grow, and sustain productive relationships. Knows how to capture and record relevant information and how to interpret and utilize the information to forge partnerships, collaborate, cultivate, grow, sustain, and strengthen internal and external relationships.

- Values diversity and inclusion
- Effectively communicates
- Treats others with respect and dignity
- Actively listens to and facilitates diverse input and contributions

c) **Achieve Results / Results-Driven**

Is personally accountable for the results they achieve. Ability to adapt to ever-changing environment. Is organized, able to plan, think strategically, and is creative, innovative, and appropriately persistent. Ability to make decisions and willing to take risks when appropriate to achieve results and meet goals.

- Has a searing focus on results and can effectively communicate goals and impact
- Promotes innovation/willing to take risks
- Develops relationships to drive resources and results

d) **Brand Steward**

- Acts with integrity and strong ethics to foster trust at all levels (personal, market, societal)
- Internalizes the meaning and commitment of United Way and consistently acts according to its value and purpose
- Demonstrates the values of the network; is a good system-citizen, is accountable and transparent with all stakeholders

4. Functional Competencies/Accountabilities

5. **Self-Management:** Presents oneself in an appropriate and professional manner. Communicates, acts, reacts, and responds appropriately in all situations. Effectively utilizes interpersonal skills and political astuteness to: engage with, lead and function as a member of a team as appropriate. Is trustworthy and acts with integrity, authenticity, humility, and in good faith; respecting others' opinions, priorities, values, and interest. Seeks to continuously improve interpersonal and professional skills.
6. **Communication Skills:** Understands and uses empathy, compassion, and active listening. Is fully present and aware of subtleties and nuances such as body language and voice tonality to better understand what is important to constituents and how to connect and engage them with UW. Able to influence, persuade, present, request, sell, negotiate, and close a deal as appropriate.

7. **Utilize and Acquire Knowledge:** Is forward-thinking, focused on what is possible, and seeks new tools and knowledge as needed. Ability to use technology when acquiring and utilizing knowledge and is innovative and creative in its application. Seeks to continuously improve interpersonal and professional skills.
- d) **Demonstrates Social Responsibility and Stewardship:** Has a passion for the common good and affection for the community. Believes in social responsibility and inspires others to be socially responsible. Demonstrates courage and humility when working toward improving life in the community.

5. **Education, Training, and Previous Work Experience:**

Master's degree in Marketing or Communications preferred, plus minimum of 5 years related work experience in the marketing or communications field, or a comparable combination of education and relevant work experience.

- Minimum 5 years of supervisory skills and experience
- Working knowledge of the community, non-profit sector preferred
- Knowledge of working with Creative agencies and local media
- Volunteer management and/or fundraising experience a plus.

6. **Technical Knowledge:**

- Working knowledge of print production and the technical aspects of digital marketing.
- Understanding of Adobe Creative Suite and digital marketing tools a plus.
- Proficiency with Microsoft Office, including Word, Excel, and PowerPoint.
- Advanced writing and project management skills

7. **Additional Responsibilities:**

- a. Other duties as assigned by the President/CEO.