

**Product Marketing Specialist**

 ***Marketing Team***

 ***Engagement Division***

***United Way fights for the education, financial stability, health and basic needs of everyone in our community***.

We pursue this vision in all we do as we ask our community to give, advocate and volunteer. We believe that vision can only be achieved if pursued with shared values, and therefore place great emphasis on building a team that will pursue this vision together with CARE.

**C**ourage **A**ccountability **R**espect **E**xcellence

**Position Summary**

The Product Marketing Specialist is a key member of United Way of Central Indiana’s (UWCI) Marketing Team. This role is responsible for working with cross-functional teams to effectively package and promote UWCI’s engagement and social impact products, targeting both corporate and consumer audiences. They will develop and execute marketing strategies/tactics - in alignment with UWCI’s mission, priorities and strategic plan – that accelerate revenue generation and corporate/individual engagement.

**Position Duties & Responsibilities**

*The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.*

Product Marketing

* Lead the development of marketing strategies/tactics to ensure engagement and social impact products align with UWCI’s mission, priorities and strategic plan
* Develop product positioning and framing for new products, create compelling messages – supported by evidence and proof points – that accentuate UWCI’s comparative value in the marketplace to accelerate both revenue generation and corporate/individual engagement
* Play a primary role in the development of go-to-market strategies to ensure all execution remains on strategy
* Partner with internal cross-functional teams to develop and launch creative tactics that drive marketing strategies for new engagement and social impact products
* Help drive adoption, growth and results for established products
* Lead the development of integrated marketing programs through strategy, design, execution and measurement
* Manage marketing activities across multiple product teams with varying degrees of oversight and guidance.
* Educate other team members on the product, buyer and market dynamics of each engagement and social impact product

Marketing Support

* Lead the development of program/project specific test and measurement plans
* Maintain program reporting and analyze results to make testing and optimization recommendations
* Ensure UWCI’s unique value proposition is communicated through effective positioning, collateral, digital content and industry influencers
* Act as the subject matter expert on all external-facing messaging and content in partnership with engagement, social impact product, and fundraising teams
* Support positioning, sales enablement, competitive research and other product marketing initiatives
* Support digital and email marketing campaigns aligned with engagement and social impact product marketing strategies
* Performs special assignments and other work, on an as-needed basis

**Qualifications**

*To perform this job successfully, an individual must be able to perform each essential job function satisfactorily and be present in the office while performing those functions. The requirements listed are representative of the basic knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The individual in this role must display the highest level of integrity and confidentiality. United Way also values innovative thinking, and a successful candidate will be a self-starter who can work within the team to achieve goals and objectives. The individual should have effective communication skills, attention to detail and organization, and flexibility and adaptability. The individual will also maintain knowledge of trends in his/her area of responsibility and reviews literature to understand key issues.*

**Education and/or Experience**

Bachelor’s degree in marketing, communications or related field. Knowledge of the nonprofit sector is a plus. At least three years of relevant work experience preferred. Strong communication, listening and information synthesis and storytelling skills required. Proficiency with Salesforce Marketing Cloud preferred. Independent with a strong collaborative style.

\*Work experience may substitute for education requirements on a case by case basis.

**Physical Demands:**

The physical demands described here are general representations of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* While performing the duties of this job, the employee is regularly required to sit, reach with hands and arms, talk, and hear. The employee frequently is required to use hands to touch and handle objects. The employee frequently stands or walks.
* The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* Office setting, with sustained use of a computer.
* The noise level in the work environment is minimal to moderate.
* Maintains personal/professional competency and works to create an environment of courtesy, respect, enthusiasm, and a positive attitude in all interactions both internal and external to the organization.

**Core Competencies**

United Way of Central Indiana’s team is evaluated on the following core competencies:

* Courage
* Accountability
* Respect
* Excellence
* Thinking Strategically
* Stakeholder Experience
* Effective Communication

**Position Leader:** Marketing Director

**FLSA Status:** Exempt, Salaried, Full Time, 37.5 Hours Weekly

**Salary Grade:** Mid 40’s

**Benefits:** Complete Benefits Package Available



***Equal Opportunity Employer***

**Please apply at uwci.org/careers**

*This position description does not constitute a contract of employment or a guarantee of any terms or conditions of employment. UWCI employees are employed on an at-will basis. In addition, nothing in this position description restricts UWCI’s right to assign or reassign duties and responsibilities to this position at any time.*