

**Public and Community Relations Manager**

***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 Public and Community Relations Manager is a key member of the UWCI’s Engagement Team, which oversees the UWCI’s brand, strategic marketing and communications strategies, special event planning, and Volunteer Center. The Public and Community Relations Manager will take a lead role in organization’s public and community relations efforts in alignment with UWCI’s mission, priorities and strategic plan in order to generate awareness in and support of the UWCI.

**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.*

* Draft and implement public relations plans for UWCI and its initiatives, in tandem with the marketing team.
* Draft and implement communications plans for select corporate partners, alongside fundraising and marketing teams.
* Develop and maintain relationships with key partners and staff to ensure quality, consistent messaging across all campaigns. Provide talking points and coaching on presentations to stakeholders.

Community Relations

* Draft an implement a yearly institutional community relations plan that identifies key diverse audiences, goals and metrics for increasing awareness and affinity for UWCI
* Recruit and train a team of volunteers to serve in community relations activities & events.
* Implement a Speakers Series program, which includes the training and facilitation of a team of volunteers/advocates.
* Cultivate community contacts to increase collaborative opportunities for UWCI

Writing, Editing and Content Management

* Write scripts for presentations and events.
* Serve as one of UWCI’s lead editor for communications projects.
* Develop content and stories for multiple communications channels, internally and externally.

Media Relations

* Draft news releases and media advisories as needed for key announcements and initiatives.
* Serve as spokesperson, as needed, and facilitate interviews and train spokespeople
* Lead media relations planning with outside counsel, as needed.
* Track and report monthly media results.
* 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 communications, journalism, public relations, community relations, marketing or other related field. Knowledge of the nonprofit sector required. At least five years of relevant work experience preferred. Proven writing, editing and presentation skills required. 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:** Communications Senior Director

**Position Leads:**  Interns

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

**Salary Grade:** Mid $50’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.*