



United Way
of the Midlands

Job Posting

Organization: United Way of the Midlands (UWM)
Job Title: Senior Manager, Digital Strategy
Department: Marketing and Communications
FLSA Status: Full Time, Exempt

United Way of the Midlands is a great place to work. You see it in our people and the relationships they have with each other, our volunteers, donors and our community. United Way of the Midlands has served the Omaha-Council Bluff community for over 95 years. Working on behalf of thousands of donors, UWM's focus is to serve those living in poverty – helping our most vulnerable neighbors stand strong and work toward independence.

We are looking for someone who is a go-getter, team player and hungry individual interested in being part of an organization who is striving to make this community a place where we all can grow and thrive. This candidate is an experienced data-driven professional and who is seeking to grow in a challenging environment, work on a fast-paced, smart and energetic team. This person will be responsible for driving business growth by providing analytical insights to improve digital engagement, segmentation, targeting and online fundraising.

Duties and Responsibilities:

- Be proficient and knowledgeable in Google Analytics (trouble shooting, best practices, etc.)
- Create and develop organization dashboard reporting that focuses on providing well-thought out data and insights to help inform our work.
- Collaborate on department metrics and benchmarks.
- Stay on top of and provide insight to the team and organization on SEO, web and digital trends.
- Learn the latest digital marketing platforms/tools.
- Work with the Marketing Coordinator to help them grow and take on more responsibility.
- Work with the team to create and develop an engaging digital experience for donors and prospective donors to learn, give and volunteer.
- Generate leads through email, social and website.
- Strategize multi-channel journeys that include email, social media, content, video, digital ads and more.
- Create, develop and execute online fundraising events to meet revenue goals and objectives.
- Identify timely and fresh strategies that appeal to different donor segments.
- Work with multiple departments to engage, inspire and connect with donors and our community through online channels, email, texting and more.

Required Skills and Abilities:

- Experience in creating graphics and videos for use online.
- Experience with wordpress, joomla or other website content management platforms.
- Photography experience preferred.
- Experience with Adobe Creative Suite, Canva, Final Cut Pro X, Motion, After Effects, etc.
- Experience with social and digital analytics and provide insights with reporting.

- Experience in UX/UI design and web usability.
- Experience with email platforms such as Constant Contact, MailChimp, etc.
- Flexibility to work early mornings, late evenings and occasional weekends due to the nature of our events.
- Excellent relationship management and interpersonal skills: the ability to work effectively with donors, volunteers, vendors, unions and staff; displays professionalism, keen judgement and diplomatic skills; excellent verbal and written communication skills.
- Enthusiasm, commitment to excellence, self-motivation, highly organized and detail oriented.
- Ability to handle multiple tasks with organization and accuracy.
- Proficient in MS Office including Word, Excel, PowerPoint and Outlook.

Supervisory Responsibilities:

This role will manage the Marketing Coordinator. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees, planning, assigning, and directing work, appraising performance, rewarding and disciplining employees, addressing complaints and resolving problems.

Education and/or Experience:

- Bachelor's degree (Required) in Advertising, Marketing, Journalism or related field.
- Minimum of five years' experience in marketing and/or communications field.

Physical Requirements:

- Prolonged periods of sitting at a desk and working on a computer
- Ability to communicate clearly in person and over the telephone
- Regularly reach with hands and arms and talk or hear
- Must occasionally lift and/or move up to 10 pounds
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions
- The noise level in the work environment is usually moderate

Benefits:

- Shared health, dental and vision insurance
- Generous 401(k) Retirement plan
- Paid vacation and sick time
- Employer paid life and disability insurance
- Professional development assistance
- Tuition reimbursement
- Onsite cafeteria and gym
- Wellness Program

How to Apply:

Please submit your cover letter and resume to resume@UWMidlands.org

United Way of the Midlands is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status or any other characteristic protected by law.