

## Marketing and Special Events Manager

Written by GBP Staff

Tuesday, 20 January 2015 12:34 - Last Updated Friday, 23 January 2015 18:46

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GREEN BAY - Brown County United Way needs a Marketing and Special Events Manager.

### Position Summary:

The Marketing & Special Events Manager has a focus on developing a unique and consistent brand experience for our stakeholders, crafting and executing strategies that enhance visibility and composing effective messaging to enhance community understanding of Brown County United Way.

>Develops and implements marketing strategies and activities to achieve objectives of the organizational strategic direction and resource development tactical plan. Directs and coordinates activities to pilot new channels of giving and engagement utilizing research; technology such as the website and other social media; and traditional communications and fundraising methods, including but not limited to special events. Provides internal and external marketing and communications support to other departments as assigned. Works with advertising/public relations vendors, and other vendors in support of products, including public relations, promotional activities, events and working with purchased advertising.

### >>Key Responsibilities:

□ Community Events: Plan and execute all special events for the organization.  
Responsibilities include

but are not limited to:

o Fundraising and sponsorships

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- o Promotion (e.g. design, print and distribute invitations/posters; social media; online, etc.)
- o Operations (planning, registration, facilities, A/V, etc.)
- o Other community awareness and operational support as needed

### □ Marketing and Communications:

- o Coordinate the design and production of all organizational marketing collateral/literature
  - o Compose and issue news releases and media alerts, organize news conferences
  - o Lead organizational efforts to engage the community through social media, e-news and online
  - o Lead efforts for organization-wide brand alignment and message control
  - o Communications support for crisis management teams
  - o Provide other organizational marketing, communications and graphic design as needed
- Provide backup staff support to the overall organization as needed

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□ Work in tandem with other staff organization-wide to assure a strong and positive community

presence and an aligned, cohesive work environment

□ Support annual campaign as requested by Resource Development

□ Other duties as assigned

>>Requirements:

**Bachelor's degree or equivalent work/education combination** Experience in special event planning and volunteer coordination/management. Public speaking ability important. Must be able to work well with volunteers, news media, and business and professional leaders.

>>Relationships:

Reports to the VP of Resource Development and Strategic Communication. Other relationships include United Way staff, Board of Directors, donors and volunteers. Significant interaction with community and business leaders, partner agencies and other professionals.

>>Applications deadline is Friday, January 30, 2015. Send resumes to Andria Hannula at [Andria@browncountyunitedway.org](mailto:Andria@browncountyunitedway.org)