



United Way OF THE GREATER LEHIGH VALLEY

United Way of the Greater Lehigh Valley Job Posting

Position: Associate Vice President, Marketing & Communications

Department: Marketing & Communications

Supervisor: Chief Engagement Officer

Status: Salary, Exempt, Full-time

Salary range: \$90k to \$100k annually

Position Description

The AVP, Marketing and Communications is responsible for developing and executing marketing and communications strategy and individually executing on all aspects of UWGLV's public relations. They evaluate and optimize marketing and public awareness program effectiveness and recommend strategies to continually improve UWGLV's ability to be a community impact leader as well as drive increased revenue. As a member of the Sr. Leadership Cabinet, they support organizational wide operational strategy.

The position leads a team of marketing and communications specialists with roll up accountabilities:

- Drive engagement
- Build UWGLV brand awareness and maintain brand integrity
- The creation and production of materials (print, broadcast, web etc.)
- Event planning and production including signature annual events: Celebration of Caring and Day of Caring

Work Experience and/or Education

- 10-plus years of experience in a range of the following: marketing, communications, advertising, public relations, fundraising and/or event planning in a human services not-for-profit setting, relevant education considered in lieu of some experience,
- 5-plus years' experience directly supervising staff in the marketing and communications function.

Skills

- Extremely proficient in writing and conveying compelling communication,
- Comfort and proficiency with presentation skills both one-on-one and publicly,
- Understanding of and commitment to the mission, vision, and goals of United Way.

Reasonable accommodations may be made to enable individuals to perform the essential functions. United Way of the Greater Lehigh Valley is an equal opportunity employer.

Benefits Package

In addition to the base pay and annual COLA increases this position is eligible for performance based annual bonuses which are typically 2%-4% of base pay. The benefits package includes subsidized medical, dental and vision insurance, fully paid life and ltd insurance, a 401k retirement plan with employer contributions and a generous paid leave policy.

Work Location & Schedule

This position is in person in our office in Allentown, PA for at least 60% of the schedule.

Apply here

<https://my.career.place/static/jobs/associate-vice-president-marketing-and-communications/cmok56uykp2m20jlcudlcarse?source=uwglv>