



**ORANGE COUNTY UNITED WAY  
JOB DESCRIPTION**

<b>Job Title:</b> Senior Marketing Specialist	<b>Reporting to:</b> Senior Director, Marketing
<b>Department:</b> Marketing	<b>Position:</b> Full-time/EXEMPT

**Purpose of Position**

We are seeking an experienced Senior Marketing Specialist to join our team to help build brand awareness and strong, consistent brand image of Orange County United Way within the community. The incumbent will be focused on the marketing and communication of two key initiatives, United for Financial Security and United for Student Success, as well as other marketing assignments. The successful candidate will be hands on managing, organizing and delivering marketing projects for print and digital. The position is responsible for understanding the needs and documenting the requirements of each project, prioritizing delivery dates, and successfully completing projects on time. This position will manage relationships with multiple vendors, collaborate with internal teams, and with consultants to bring projects to completion meeting deadlines.

**Key Duties and Responsibilities**

- Serve as the lead point of contact for the United for Financial Security and United for Student success teams for all marketing requests.
- Implement marketing strategies for the initiatives. Understand the needs, the goals, and the audience to provide guidance and deliver efficient solutions.
- Oversee budgets and timelines. Responsible for driving projects to on-time completion and communicate changes to project timelines, scope, and budget when applicable.
- Track projects on the marketing project traffic tool and update status weekly.
- Execute advertising campaigns and marketing projects from concept to completion.
- Responsible for all the assets development for the two initiatives (email marketing, videos, photoshoots, events, advertising, collaterals, content development, social media, websites, promotional items, etc.).
- Understand the principles of branding and design to create and update marketing materials as needed.
- Create tracking and prepare marketing reports to brief stakeholders on key performance indicators (KPIs).
- Support and manage other marketing projects as needed.

**Core Competencies**

- Attention to detail with an eye for excellence (seriously, if attention to detail does not come naturally to you, this position is not the best fit).



- Highly organized and self-motivated.
- Ability to work within tight deadlines, adjust to new priorities, and balance short-term needs with long-term strategic initiatives.
- Proven ability to juggle multiple projects at a time, while maintaining sharp attention to detail.
- High emotional intelligence and excellent interpersonal skills. Ability to cultivate successful team collaboration spirit.
- Excellent written and oral communication skills.
- Creative-thinking and problem-solving.
- Experience working efficiently with internal cross-functional teams as well as external vendors like graphic designers, advertisers, printers, and promo item reps.
- Experience with Microsoft Office Suite (Outlook, Teams, Word, Excel, PowerPoint, SharePoint, etc.) as well as Google collaboration tools (Docs, Sheets, Forms, etc.).
- Solid experience managing successful Google, social media, digital and print advertising.
- Experience with email marketing platforms like Mailchimp.
- Knowledge of WordPress.
- Experience with some form builders platforms like Formstack, and design tools like Canva.
- Experience with social media content development.
- Experience with video production management as well as event management.
- Experience with basic HTML, CRM platforms, and video editing software is a plus.
- Strong verbal and written communication skills.

### **Job Requirements**

- 7+ years of project management experience with a proven track record of success completing marketing print and digital projects
- Bachelor's degree preferred
- Agency experience is a plus
- Semi-flexible hybrid working schedule; 3 days in-office, 2 days remote

### **Employment Standards**

- Reacts well under pressure
- Treats others with respect
- Responsible for own actions
- Follows through on commitments
- Ability to work independently and proactively

### **Compensation**

- Commensurate with experience, education, and market \$66,560-\$75,000
- Competitive benefits



### **Physical Demands**

Physical demands are representative of the requirements necessary for an employee to successfully perform the essential functions of this position. The employee is required to actively listen and communicate clearly. The employee is required to stand and publically speak. The employee is required to walk, reach with arms and hands, climb, balance, twist, lean, move from one location to another, and to stoop, kneel, crouch or crawl. Vision abilities required by this job include close and far. Ability to operate a computer keyboard and mouse, and lift files and reports is required. Employee must be able to lift and carry 25 pounds.

[View our commitment to Diversity, Equity and Inclusion Statement](#)

### **Send Resumes To:**

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