



**ORANGE COUNTY UNITED WAY
JOB DESCRIPTION**

Job Title: Senior Marketing Manager	Reporting to: Senior Director, Marketing
Department: Marketing	Position: Full-time/EXEMPT

Purpose of Position

We are seeking an experienced Senior Marketing Manager to join our team.

The Senior Marketing Manager will play a key role in shaping and maintaining a cohesive brand image for Orange County United Way across the community. This role will focus on supporting the marketing and communication needs for our Development and Philanthropy teams, signature events, and other key marketing initiatives. The successful candidate will manage the end-to-end execution of marketing projects, both print and digital, with a hands-on approach to ensuring high-quality output.

In addition, the Sr. Marketing Manager will work closely with and manage a Marketing Specialist, serving as their direct supervisor. This includes leading, mentoring, and developing the Marketing Specialist, ensuring alignment on project goals, and fostering a collaborative team environment.

Key responsibilities include understanding the unique needs and goals of each project, documenting requirements, setting and prioritizing timelines, and ensuring on-time delivery. This role requires strong vendor management skills, the ability to work collaboratively across internal teams, and the capability to lead both independently and alongside consultants. The Senior Marketing Manager will be expected to lead in the execution of projects, ensuring the delivery of high-quality results that align with organizational objectives and uphold brand integrity.

Key Duties and Responsibilities

- Serve as the lead point of contact for our Development, Grant, Philanthropy, Event and Corporate Engagement teams for all marketing requests.
- Develop and implement marketing strategies to execute projects timely and successfully. 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 projects from concept to completion.
- Responsible for all the assets development (email marketing, video production, photoshoots, event support, advertising, collaterals, content development, event social media plan, website updates, 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

- Excellent written, verbal, presentation, research, problem-solving, and time management skills, with a keen attention to detail
- Ability to work within tight deadlines, adjust to new priorities, and balance short-term needs with long-term strategic initiatives.
- Ability to work on multiple projects with different deadlines/objectives simultaneously.
- High emotional intelligence and excellent interpersonal skills. Ability to cultivate successful team collaboration spirit.
- Experience working efficiently with internal cross-functional teams as well as external vendors like graphic designers, advertisers, printers, videographers and promo item reps.
- Proven experience with event marketing management as well as video production management.
- Experience with Microsoft Office Suite (Outlook, Teams, Word, Excel, PowerPoint, SharePoint, etc.) as well as Google collaboration tools (Docs, Sheets, Forms, etc.).
- Experience with email marketing platforms like Mailchimp.
- Experience managing successful media and print advertising.
- Knowledge of WordPress, SEO, and UX/UI best practices.
- Well-versed with design tools like Canva and some experience with builders platforms like Formstack.
- Experience with social media content development.
- Experience with basic HTML, CRM platforms, and video editing software.

Job Requirements

- 10+ years of project management experience with a proven track record of success completing event marketing and print and digital projects.
- Bachelor's degree preferred
- Agency experience is a preferred
- 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



Physical Demands

The physical demands described here are representative 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 frequently required to be able to remain in a stationary position 75% of the time. The person in this position needs to occasionally move about inside the office to access file cabinets, records, and office machinery. Constantly operates a computer and other office productivity machinery, such as a calculator, copy machine and computer printer. Occasionally ascends/descends stairs, and constantly positions self to maintain computers in the office, including under the desks. The person in this position frequently communicates with coworkers and customers who have inquiries about our business operations and the community we service; therefore, the person must be able to exchange accurate information. The employee must occasionally lift and/or move up to 25 pounds.

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

Send Resumes To:

recruiting@unitedwayoc.org

Orange County United Way

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www.unitedwayoc.org