

Director, Digital & Corporate Engagement

POSITION SUMMARY

This position will build the next generation of donor and digital engagement platforms for United Way of Iredell County as we work to transform our individual relationship building and drive donor engagement. It develops the necessary strategies and programs required to attract and engage new doers and donors, reach/exceed financial goals, increase donor connection to our work and build the United Way brand

The leader will leverage his/her expertise to support and expand digital campaigns across our multi-channel mix, create donor centered engagement experiences, connect with new and current corporate donors to build a dynamic and fulfilling engagement plan and make sure every stakeholder in our organization is valued.

KEY RESPONSIBILITIES/ESSENTIAL DUTIES OF POSITION

An individual must be able to perform each essential duty listed below at a satisfactory level:

- Create, communicate and build alignment on digital communication streams that drive new donor acquisition and deepen relationship among existing donors.
- Customize content and experiences to match the donor intent and wishes.
- Clearly define content distribution to match donor interests and engagement.
- Develop digital engagement roadmap for our United Way using network and local resources.
- Measure and communicate results on key performance indicators: Are we achieving targeted results along the key touch points in the designed journeys?
- Lead a team of volunteer ambassadors in reaching out to new corporate partners, learn of their interests for community engagement and find potential matches to our offerings.
- Other duties as assigned.

JOB REQUIREMENTS

Minimum requirements include:

The ideal candidate should possess a background in digital marketing and/or communications, especially in the areas of marketing technology “stack” and how organizations can drive to connected experiences for all potential, current and lapsed donors through technology.

The candidate should be strategic about telling stories across digital channels and media outlets and identifying game changing platforms and methods for distributing and amplifying our message.

He or she should be connected to United Way's mission and motivated to enhance one of the world's best-known and most trusted brands.

Required Skills/Experience

- Bachelor's degree in related field such as marketing, journalism, communications or related field; or commensurate experience.
- Experience delivering effective and innovative digital strategies across digital and social content.
- Strong and effective creative project management and ability to lead and direct outside resources.
- Ability to manage multiple projects on various levels with different and converging timelines.
- Results oriented leader with ability to develop and communicate big-picture vision and strategy, and deliver results through practical, disciplined execution.
- Excellent communication skills. Strong leadership presence. Effective storyteller in evangelizing strategies and new directions.
- Intellectual curiosity. Optimistic about future possibilities and a catalyst for change.
- Strong collaboration and partnership skills. Ability to effectively influence stakeholders and gain consensus at all levels of the organization.
- Solid understanding of web metrics, digital analytics, and ability^[1]_[SEP] to generate, analyze and interpret data.