



## **About United Community Centers**

Founded in 1909, United Community Centers is one of Fort Worth's oldest continuing operating nonprofits serving the community. Throughout the years our mission has remained the same: Guided by Christian Principles, we serve and empower those in need. Today this mission is carried out through programs and services which are designed and executed to achieve measurable improvement in the lives of the children and families that we serve.

UCC offers two main programs through our three centers, an Educational Literacy Program which provides year-round after school and all day in summer instruction to children from the most impoverished neighborhoods in Fort Worth and our Client Assistance and Advocacy Program providing clients with information and referrals, emergency food and clothing, adult basic education (including GED preparation), computer skills training and ESL.

### **Job Summary:**

United Community Centers would like to make an addition to our team in the form of a Nonprofit Marketing and Communications Manager who will help us raise awareness of our organization and introduce our services to a wider audience and to ensure communications align with the organization's mission, vision, and tone of voice. You will become a part of a tightknit team with decades of experience in nonprofit management.

The person chosen for this role will be in charge of developing our communications strategy, including preparing press releases, marketing materials, and media reports. This position will manage the organization's communications channels and digital platforms, including email, website, and social media accounts.

The ideal candidate has superb organizational, communication, and leadership skills, and must be tech-savvy and proficient with different project management, email automation, and analytics tools. Knowledge of CRM platforms such as Donor Perfect, Raisers Edge, etc. is helpful. Having previous experience working in a nonprofit organization is a huge plus.

### ***Job Title***

Marketing and Communications Manager

### ***Duties/Responsibilities***

- Creating communication tactics for new projects, events, and initiatives
- Develop communication campaigns that raise awareness, increase involvement and promote our organization's services to the target demographic/communities
- Establish relationships with local media, influencers, etc.



- Managing and overseeing the creation of marketing and communications deliverables
- Establishing internal communications processes to ensure everyone is in the loop and updated on the status of each project/initiative
- Based on assessment, drafts and proposes communications campaigns, which may include social and online media, print media, direct mail, and other multimedia
- Creating and maintaining connections and working with different internal stakeholders to develop and execute communication strategies
- Participate in presentations to civic groups, churches, clubs, and other community groups.
- Executing digital fundraising and engagement campaigns via email, website, and social media
- Work closely with the Development Director on proposals and other fundraising projects
- Participate and or direct community fundraising campaigns, such as North Texas Giving Day
- Manage efforts for special events such as the annual golf tournament in coordination with committee members and staff
- Assume a lead role in fundraising campaigns such as our campership program, Thanksgiving baskets and holiday appeal campaign by working with staff and volunteers
- Maintain an accurate grants calendar and transmit information to the Development Director
- With direction from Development Director, supervise stewardship of donors
- Work with Center Directors and others to review all agency marketing/communication pieces for accuracy and consistent branding
- Creating and delivering monthly newsletters to internal and external stakeholders, notifying them of successful projects/initiatives and providing an outlook for the following month
- Serve as agency liaison to Board of Directors, prepare minutes, assist in scheduling meetings and ensure that the Board is notified of important agency events and fundraising efforts.
- Performs other duties as assigned

***Required Skills/Abilities:***

- Excellent verbal and written communication skills that may include public speaking and presentations.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Proficient with Microsoft Office Suite or related software.

***Preferred Skills/Abilities:***

- Website design experience.
- Fundraising background with knowledge of grant writing
- Special event planning and execution

***Supervisory Responsibilities:***

- None.



***Education and Experience:***

- Bachelor's degree in Marketing, Journalism, Advertising, Communications, or related field.
- Four or more years of related experience writing and editing projects; portfolio of relevant previous projects highly preferred.

***Physical Requirements:***

- Prolonged periods of sitting at a desk and working on a computer
- Ability to drive to meetings
- Must be able to lift 15 pounds at times

**EEO/ADA STATEMENT**

United Community Centers is fully committed to Equal Opportunity Employment and to attracting, retaining, developing, and promoting employees without regard to their race, gender identity (except where gender is a bona fide occupational qualification), color, religion, sexual orientation, national origin, age, genetic disposition, physical or mental disability, citizenship status, veteran status, or any other characteristic prohibited by federal, state, or local law. UCC strives to provide a work environment free from discrimination and harassment and where employees are treated with respect and dignity. Our intention is that all qualified applicants are given equal opportunity and that selection decisions are based on job-related factors.