



GENERAL JOB INFORMATION	
Title:	Brand Experience and Philanthropic Engagement Manager
Reports To:	Chief Executive Officer
FLSA Classification:	Full-time, non-exempt, salaried
Schedule:	Core hours of Monday-Friday 9 to 5 p.m. Must be able to work a flexible schedule to accommodate early morning, evening and weekend work.
Date Last Reviewed:	January 30, 2024
PURPOSE OF POSITION	
<p>Build, support, and advance high-quality relationships with key segments, including workplace campaign accounts, corporate donors, foundations, volunteers, and other stakeholders to:</p> <ul style="list-style-type: none"> ● Attract and sustain resources (financial, volunteer, and advocacy) ● Support United Way of Kenosha County's strategic direction and community initiatives ● Maximize potential participation in and reach to UWKC's mission. <p>This role provides the support and leadership necessary to meet our community's ongoing needs and grow UWKC's network of philanthropy.</p>	

ESSENTIAL FUNCTIONS	
<p>40% Essential Function 1: Marketing and Communications</p> <ul style="list-style-type: none"> ● Maintain and develop UWKC's public website, marketing materials, social media, digital assets, mailings and other documents, maintaining compliance with United Way Worldwide guidelines ● Track changing communication trends and adapt ongoing strategy accordingly ● Work with team members to develop timely messaging and impact stories ● Oversee video production, including the campaign video and IG Reels/TikToks ● Distribute a quarterly enewsletter (at minimum) highlighting ongoing happenings 	
<p>30% Essential Function 2: UWKC Community & Education Initiative Implementation</p> <p>Oversee activities and operations of assigned UWKC Community & Education initiatives, including Readers are Leaders (RAL), Read Across Kenosha (RAK) and Imagination Library (IL):</p> <ul style="list-style-type: none"> ● Recruit volunteers and coordinate training as needed to ensure success and longevity. ● Manage and maintain key relationships with KUSD facilitators and administrators to implement RAL tutoring program and other education initiatives. ● Identify additional partnerships and cultivate relationships to enable program growth. ● Collaborate with community/UW networks to research, establish and implement best practices. 	
<p>25% Essential Function 3: Relationship and Campaign Management</p> <p>Assist in building and maintaining philanthropic relationships through the following duties:</p> <ul style="list-style-type: none"> ● Aid in overseeing the annual engagement plans and key metrics for donors and volunteers, building donor centric experiences through personalized engagement and involvement in giving, advocating and volunteering with United Way. ● Support the thank you process: draft and produce personalized and high-volume thank yous to donors and other stakeholders, including direct mail, email and phone communication. 	



- Help build relationships with workplace campaign ambassadors, collaborating to meet the maximum financial resource potential of each specific business/partnership and identifying areas of growth for giving, including developing pledge materials.
- Research, identify and develop relationships with lapsed, lapsing and non-giving accounts to establish new account development.
- Play a role in managing donor data and account profiles (**ANDAR**): inputting donor gifts, updating donor information, and conducting donor and prospect research as needed.
- Occasionally populate reports as they relate to campaign summaries and donor activity.

5% Cross-Functional and Administrative Duties:

- Volunteer and actively participate in projects, special events, cross-functional teams, or workgroups that support the work of the entire organization.
- Schedule meetings, manage calendars, and support administration as needed.
- Participate in personal and professional growth, training, and development opportunities where needed and relevant to position goals.
- Other fundraising, donor engagement, and administrative duties as requested.

QUALIFICATIONS & EXPECTATIONS

EDUCATION & EXPERIENCE

- Bachelor's degree preferred. Will consider an associate degree with 2 years of relevant area experience **OR** 5 years of related experience.
- Demonstrated experience in brand management, communications, project management, marketing coordinator, or donor relations role with progressive administrative responsibilities.

SKILLS & COMPETENCIES

- Highly skilled in: Account Management and Communication (Interpersonal and Digital)
- Driven to be: Community-Centric and Results-Oriented
- Proficiency in Microsoft applications and Canva or similar design program. CRM donor database experience desirable.
- Social media, including video production, experience and familiarity is a must.
- Must be a self-starter and team player, with a positive outlook and ability to manage uncertainty and change, proficient in identifying solutions and opportunities.
- Excellent organizational and interpersonal skills; with a proven ability to manage multiple deadlines in a fast-paced environment.
- Excellent oral and written communication skills, used to establish positive donor, team, and public relations, and to interact effectively with people of diverse backgrounds.

PHYSICAL & MENTAL DEMANDS

- Occasionally must lift 25-50 pounds as related to assigned duties.
- Must frequently use office equipment (telephone, printer/scanner, other electronic devices)
- Must frequently multi-task between projects and strategic thinking

TRAVEL

Travel is primarily local during the business day, although out-of-area and overnight travel and responsibilities may be expected depending on current activities.

Please Note: Requirements, skills, and abilities described above are representative of those that must be met to successfully perform the essential functions of this position. In no instance, however, should the duties be interpreted as all-inclusive. Additional functions may be assigned by supervisors as deemed appropriate.