

Position: WEB AND SOCIAL MEDIA MANAGER
Department: Marketing and Development
Reports to: Marketing and Communications Director
Date Prepared: November 2018

THE ORGANIZATION

United Way of Salt Lake's (UWSL) mission is to build powerful partnerships that achieve lasting social change. We implement data-driven, equitable practices to eliminate barriers to success, and create opportunities and solutions that assist people to achieve their goals, dreams, and human potential. Our workplace is fast-paced, progressive, innovative, friendly, and adaptive; our core values are: Relationships, Results, Innovation, and Continuous Improvement. At UWSL we believe in celebrating success, learning from failure, and setting ambitious goals. We offer competitive compensation including a comprehensive benefit package, generous paid time off, and flexible schedules - all contributing to our unique company culture.

POSITION

The Web and Social Media Manager (WSM) facilitates stakeholder experience through effective website, social media, email, and ad content. The WSM implements SEO strategies across branded websites and landing pages and improves UWSL's primary website, uw.org, by adding and maintaining rich content. In this role, the WSM develops social media content, strategizes campaigns, optimizes outreach, and utilizes social media marketing tools for monitoring and reporting purposes. In addition, the WSM assists the marketing team in developing engaging digital content for regular email campaigns, ad campaigns, and blog. This position calls for a combination of creativity and technical insight to develop strong user experiences and track analytics.

ESSENTIAL FUNCTIONS

1. Write persuasive and compelling copy that's consistent with United Way of Salt Lake voice and drives user action
2. Write and edit copy for a wide range of marketing materials including landing pages, website content, social media, emails, direct mail pieces, digital ads
3. Create and publish relevant, original, high-quality social content
4. Manage website updates and incorporate new features and functionality
5. Utilize Salesforce digital platform, Social Studio, to manage and engage with UWSL social media accounts including: Facebook, Twitter, and Instagram
6. Focus on direct response marketing copy - headlines, call to actions, copy that sells
7. Offer insight and ideas and collaborate effectively in a team environment
8. Have keen insight into target audiences and be relied upon to support and help implement marketing initiatives
9. Continually measure and analyze data to determine relevant KPIs

10. Repurpose content from brochures, blog, events, and other publications for digital usage
11. Develop, expand, and manage current website designs and lead appropriate redesigns when needed
12. Maintain relationships with key team members, web vendors, and technical support teams
13. Make decisions based on reason, research, and data. Track web and digital campaign activity using Google Analytics and insight tools and utilize SEO best practices to maximize web traffic and track web donations/conversions
14. Cross-train on email marketing tools

REQUIRED COMPETENCIES

- Exceptional creative writing
- Solid understanding of popular content management systems (WordPress)
- Full understanding of Facebook, Twitter, LinkedIn, and Instagram ad managers, including experience with paid social ads
- Experience with Social Studio or similar social publishing tool
- Experience using online metrics (Google Analytics) to measure, analyze, and interpret data
- Experience with HTML, CSS, JavaScript, Flash, Adobe Suite/Photoshop a plus
- Understanding of Google AdWords and Paid Search in social platforms a plus
- Able to thrive in fast-paced, results-driven environment
- Attitude of learning and continuous improvement
- Must be a fast learner, self-directed and able to prioritize several assignments
- Demonstrated communication, time management and analytical skills
- Basic understanding of SEO best practices
- Timely and transparent communication

QUALIFICATIONS

- Bachelor's degree in communication, marketing, or related field
- 1-2 years of experience with website management
- At least 2 years of experience managing social media
- Measurable performance in previous website management and social media marketing

PHYSICAL REQUIREMENTS

The employee is regularly required to communicate clearly, and exchange accurate information interpersonally or through communication devices. Must be able to learn new systems and procedures prepare and analyze data and figures; constantly operate a computer and other standard office machinery. Must be able to remain in a stationary position 65% of the time. The position requires occasional movement on- and off site to prepare for events and must have the ability to move, position, or install objects weighing up to 30lbs.

BENEFITS

This is a non-exempt position; salary depending on experience.

APPLY

Please visit <https://uw.org/about/careers/> to apply for our current openings. A complete application will include a resume and cover letter. You may contact jobs@uw.org if you have any questions regarding employment opportunities.

NOTE: The statements in this position description are intended to describe the general nature and level of work being performed but are not to be seen as a complete list of responsibilities, duties, and skills required of the person employed. Also, the statements do not establish a contract for employment and are subject to change at the discretion of the employer.