

## UCHC Position Description

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**POSITION TITLE:** Brand Engagement Manager

**FLSA STATUS:** Exempt/Full-time

**DEPARTMENT:** Development

**REPORTS TO:** Development Director

**PREPARED:** 1/2024

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**Position Overview:** As Brand Engagement Manager at UCHC the individual will play a pivotal role in advancing the organization's mission by creating and curating compelling and engaging content for all stakeholders. This position is responsible for developing content that informs, inspires, and mobilizes target audiences to support the agency's cause. The ideal candidate will have a strong passion for storytelling and a deep understanding of nonprofit marketing and communication and the ability to maximize its impact.

### **Essential Duties and Responsibilities:**

#### **Content Creation: (60%)**

- Maintain and execute a content database and calendar to ensure a consistent flow of fresh and relevant content.
- Collaborate with subject matter experts and team members to gather information and insights for content creation.
- Ensure all content is well-researched, accurate, and meets established quality and branding standards.
- Work with the team to enhance content performance, conducting A/B testing and analyzing results.
- Ensure that content is visually appealing and utilizes multimedia elements effectively.
- Collaborate with team members to repurpose and adapt content for different mediums and audiences.
- Proven ability to deliver highest quality results while paying strict attention to detail.

#### **Digital Marketing: (40%)**

- Assist development and execution of a comprehensive brand strategy that aligns with UCHC goals and values.
- Create engaging and persuasive content through social media posts, email campaigns, blogs, and other platforms with the goal of increasing UCHC's media presence.  
Implement SEO strategies and monitor website traffic and engagement metrics, identifying opportunities for improvement and optimization.  
Keep track of agency's promotional needs and compliance requirements
- Engage with the community by responding to comments and messages and fostering online discussions.
- Assist coordination of fundraising campaigns and events, including online donation drives, crowdfunding initiatives, and peer-to-peer fundraising efforts.

- Perform other administrative tasks and general support for the department as assigned by Development Director, Chief Operating Officer, and/or Executive Director.

**Qualifications:**

- Position requires proof of an associate or bachelor's degree (Marketing, English, or related field) from an accredited institution, or equivalent combination of education and relevant work experience.
- Three years of related work experience; digital marketing specialist or similar role
- Understanding of marketing elements (including traditional and digital marketing such as social media) and market research methods
- Demonstrated experience in marketing data analytics and tools.
- Resiliency: Ability to view content that may be offensive with understanding.
- Ability to be self-motivated and to work independently or part of a team.
- High degree of professionalism, ethics, and integrity.
- Excellent interpersonal, verbal, and written communication skills.
- Solid computer skills including MS Office, marketing software (i.e., Adobe Creative Suite), and applications (i.e., Web analytics, Google Adwords), Outlook, Justice Server.
- Knowledge of HTML, web development tools desired.

I acknowledge that I have reviewed and received a copy of my job description.

Employee \_\_\_\_\_ Date \_\_\_\_\_

Supervisor \_\_\_\_\_ Date \_\_\_\_\_