



Job Title: Marketing & Development Manager

Department/Location: Alexandria Office (Fergus Falls & Perham)

Accountability: Executive Director

Date: January, 2026

Status: Full Time 1.0 FTE, Exempt

Hours: Monday-Friday, 8:00 AM – 4:30 PM

JOB SUMMARY:

The Marketing & Development Manager will maximize organizational growth, strengthen community and donor engagement, create a unified communication strategy, and enhance revenue opportunities. This role is responsible for researching, developing, designing, and implementing key messages and materials for United Way as well as enhancing brand awareness, community engagement, donor relations, and financial sustainability. This position will direct the development and execution of year-round comprehensive marketing, communications and fundraising strategies for the organization. This position is responsible for creating purpose-driven, active dialogue with a target audience (donors, partners, and/or stakeholders), to foster a positive reputation and community support. This individual will work firsthand with campaigns, community impact programs, special events and grant writing and be skilled in storytelling, media relations, donor cultivation, and digital marketing to increase public support and drive revenue.

MAJOR AREAS OF ACCOUNTABILITY:

Marketing & Public Relations (Organization-Wide):

- Develop and maintain positive relationships within the UW organization and with outside businesses, individuals and agencies.
- Develop and implement a strategic, year-round marketing/communications strategy.
- Create and manage all organizational marketing materials, including but not limited to the website, social media, promotional materials, advertising, campaign video, blog, e-marketing campaigns, etc.
- Ensure consistent, quality implementation of United Way's brand in all areas of the organization internally and externally. Abide by UWW brand standards and guidance and utilize marketing assets provided.
- Oversee public relations efforts including press, community outreach, and communication strategies.

Resource Development & Fundraising (Douglas, Pope & Todd Counties)

- Work with the Executive Director to develop and execute a comprehensive fundraising strategy, including donor cultivation, corporate sponsorships, annual campaigns, and endowment.
- Develop and assemble campaign and team materials for presentations and events.
- Develop and promote corporate partnership and sponsorship opportunities, ensuring mutually beneficial relationships.
- Coordinate, promote, and support fundraising events and campaigns, including marketing, sponsorship acquisition, donor appreciation, and community engagement initiatives.
- Work collaboratively with team members to write grants to support UWDP and its programming.

Community Engagement & Relationship Building: (Douglas, Pope & Todd Counties)

- Serve as a spokesperson for the organization, speak publicly in a positive and engaging manner at events, and support fundraising initiatives through strategic communication and donor engagement.
- Build and strengthen relationships with businesses, donors, and community leaders to expand the organization's reach and funding potential.
- Work collaboratively with team members to align marketing, fundraising, and programmatic efforts for maximum impact.
- Develop compelling impact stories and testimonials to connect with donors and stakeholders.
- Manage external communications including media, community event calendars and educational materials.
- Maintain and update donor databases, ensuring accurate records and communication tracking.

Administrative and Reporting Responsibilities:

- Track and analyze marketing, PR, and fundraising metrics, providing reports to leadership on campaign effectiveness and areas for growth.
- Ensure compliance with UW policies and brand guidelines to maintain consistency across communications.
- Manage the marketing and resource development budgets, ensuring efficient use of funds and maximizing return on investment.

Other Duties as Assigned:

- Schedule, attend, and prepare paperwork for internal or external meetings.
- Attend training or events relevant to the position or assigned by the Executive Director.
- Help ensure alignment in cross-office communication, reporting, and culture.
- Collect and generate all necessary reports required by the Executive Director or Board of Directors.

CRITICAL SKILLS/EXPERTISE:

- Schedule, attend, and prepare paperwork for internal or external meetings.
- Attend training or events relevant to the position or assigned by the Executive Director.
- Help ensure alignment in cross-office communication, reporting, and culture.
- Collect and generate reports as requested by the Executive Director or Board of Directors.
- Perform related work and special projects as assigned.

Physical Involvement:

- Regular use of computers, phones, printers, and other office equipment.
- Occasional lifting and movement of materials for events or outreach.
- Travel required for meetings, presentations, or events.

Mental Involvement:

- Strong relationship-building, communication, and problem-solving skills.
- Attention to detail, initiative, and discretion in handling confidential matters.
- Ability to manage multiple priorities and meet deadlines with interruptions.
- Position requires foreseeing and planning for upcoming scheduled events and deadlines in a timely manner.
- Position requires working collaboratively with staff to meet the goals of the United Way.
- Proactive and adaptable in a dynamic nonprofit environment.

Working Conditions:

- Primarily work in a traditional office setting with intermittent off-site work.
- Occasional evening or weekend hours required for events or meetings.

Supervision of Other Employees:

- Manage interns and other Marketing & Communications volunteers.
- Generally, it does not include supervision of other staff, but it may provide work direction.

MINIMUM QUALIFICATIONS:

Education:

- High school diploma or equivalent required.
- Associate or Bachelor's degree in marketing, communications, public relations, or related field preferred.

Experience:

- Previous Marketing, public relations, fundraising, or donor relations experience preferred.
- Previous nonprofit and community engagement experience is strongly preferred.

Special Knowledge or Skills:

- Proficiency in Microsoft Office and Canva.
- Excellent customer service relations skills.
- Excellent verbal, written, and interpersonal communication skills.
- Ability to work independently with strong organizational and time management abilities.
- Ability to manage multiple priorities across offices with minimal direction.
- Ability to make decisions and act within United Way policies, procedures and guidelines.
- Ability to complete paperwork, budgeting and other office tasks in a timely manner.
- Ability to build and maintain relationships with donors, media, and community partners.
- Strong organizational and project management skills with the ability to manage multiple priorities.
- Proficiency in social media management, digital marketing, and brand development.
- Strong storytelling and communication skills with the ability to engage diverse audiences.
- Experience in fundraising, donor cultivation, and sponsorship development.
- Professional demeanor with the ability to relate to diverse individuals and groups.
- Ability to work both independently and collaboratively in a mission-driven environment.

JOB OUTCOMES:

- Promotes a positive, respectful, and cooperative organizational culture.
- Promotes United Way through community networking and recruiting efforts.
- Successfully coordinates, develops and implements marketing and communication materials and strategies to meet the expectations and goals of the United Way.
- Successfully communicates Community Impact programs in collaboration with United Way staff members to meet the expectations and goals of the United Way.
- Effectively help the campaign grow year over year.

This description describes the general nature and work expected of an individual assigned to this position. Employees may be required to perform other job-related duties as requested by their supervisor. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.