



Organization: United Way of the Midlands
Job Title: Senior Marketing Manager, Direct Service Brands
Department: Marketing and Communications
FLSA Status: Full Time, Exempt
Location: Omaha, NE (onsite)

UWM's Mission: To UNITE our community's CARING SPIRIT to build a STRONGER tomorrow.

UWM Guiding Principles:

- Build **TRUST** in everything we do
- Extend **GRACE** by thinking beyond yourself
- Show **GRIT** by bringing it every day
- Be **OPEN** to embrace others' differences
- Actively **ENGAGE** by listening and sharing
- Live **CURIOSLY** to learn constantly

As an organization that has been around for 100 years, United Way of the Midlands (UWM) has maintained a long-standing commitment to addressing social injustice by serving the underserved and partnering with other organizations that are striving to create a more equitable community. We are diligently working to learn more about the experiences of different communities and to strive for inclusivity and equity so individuals and families can lead the best lives possible.

The Senior Marketing Manager, Direct Service Brands is a critical member of the Marketing and Communications team. This position will help share our story, drive awareness, and increase participation and support for two of United Way of the Midlands' important direct service programs, 211 and Jobs for America's Graduates (JAG Nebraska), in the community through marketing campaigns, collateral, events, and other communication channels. This candidate will partner with our JAG and 211 team and work in sync with our talented creative and digital marketing professionals to create exceptional content and experiences.

Duties and Responsibilities:

- Oversee campaign (web, email, social, print, radio) strategy and execution including user journeys and improving user experience
- Lead event strategy, planning and execution for JAG and 211 events
- Partner with marketing team members in graphic design, digital marketing and editorial on print and digital marketing materials
- Partner with the Digital Marketing Manager on website updates and strategy
- Partner with the Senior Manager, Events on event execution
- Collaborate with JAG and 211 managers to develop outreach, expansion and awareness strategy for those direct services
- Other duties as assigned

Required Skills and Abilities:

- Experience with WordPress, Hubspot, Elementor and marketing automation preferred
- Experience with MS Office including Word, Excel, PowerPoint, and Outlook.
- Ability to work as part of an interdisciplinary team
- Experience with event planning including budgeting and execution
- Strong organizational, interpersonal, and communication skills (written and verbal).
- Driving is an essential function of this position.
- Must demonstrate UWM's Core Values in all internal and external interactions.
- Must be a great teammate that cares deeply about the overall success of UWM.
- Excellent time management and attention to detail.

Supervisory Responsibilities:

This job does not have supervisory responsibilities.

Education and/or Experience:

- Bachelor's degree in Advertising, Marketing, Journalism or related field.
- Minimum of 7 years of marketing experience.

Physical Requirements:

- Prolonged periods of sitting at a desk and working on a computer
- Ability to communicate clearly in person and over the telephone
- Regularly reach with hands and arms and talk or hear
- Occasionally required to walk; climb or balance and stoop, kneel, crouch, or crawl
- Must occasionally lift and/or move up to 30 pounds
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions
- The noise level in the work environment is usually moderate

Benefits:

- Shared health, dental and vision insurance
- Generous 401(k) Retirement plan
- Paid vacation and sick time
- Employer paid life and disability insurance
- Professional development assistance
- Tuition reimbursement
- Onsite cafeteria and gym

How to Apply:

Please submit your cover letter and resume to resume@UWMidlands.org

United Way of the Midlands is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status or any other characteristic protected by law.