



United Way of Pitt County

2019 Marketing and PR Committee Job Description

The Marketing and PR Committee provides leadership in carrying out the Board's vision of building a caring community, ensuring a positive image is presented consistently in the community. Members will:

- position United Way of Pitt County as the Charity of Choice for organizations, community leaders and donors to support the Pitt County community.
- utilize professional expertise to advise and assist the creation and implementation of communication strategies.
- develop and expand the brand of United Way of Pitt County.
- grow the community's awareness and knowledge of United Way of Pitt County.

Focus will include, but not be limited to, year-round communications, campaign communications, agency relations, media relations, social media platforms and research/marketing.

Key Responsibilities

- Monitor national, state, and local trends in United Way and other nonprofit communications efforts and report trends.
- Provide recommendations during the development of a comprehensive marketing plan.
- Examine collateral materials and make recommendations.
- Assist in the on-going improvement of United Way's messaging and social media outreach.
- Seek in-kind support whenever possible.
- Participate in innovative ways to promote the annual campaign of the United Way.
- Ensure United Way uses communication tools relevant to individual markets.
- Help create positioning and local branding strategies.
- Leverage the expertise and industry resources of committee members to disseminate United Way of messages in cost efficient ways to organizations, their employees and individual donors.
- Inform United about concerns and attitudes expressed at their respective organizations and throughout the community.
- Recruit additional team members.

Estimated time requirement

Bi-monthly committee meetings in person or via conference call (6 per year)

Participate in special communication projects.

Attend UWPC events: Campaign Kick-off, Campaign Finale, Annual Meeting

- **TOTAL 9-12 hours per year**

United Way staff partners:

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