**POSITION DESCRIPTION**

JOB TITLE: Chief Marketing Officer

DEPARTMENT: Marketing and Community Engagement

LOCATION: United Way of Forsyth County

REPORTS TO: President & CEO

FLSA STATUS: Exempt

UPDATED: February 2025

**POSITION OVERVIEW**

The Chief Marketing Officer (CMO) leads the strategic vision for United Way of Forsyth County’s marketing and communications efforts, shaping how we engage with the community, amplify our brand, and tell the story of our impact. As a key member of the senior leadership team, the CMO collaborates across departments and with external partners to develop marketing initiatives that inspire action - whether through volunteering, attending events, or contributing financially.

This role requires a dynamic leader who thrives in a fast-paced environment, can translate complex community challenges into compelling narratives, and is passionate about mobilizing stakeholders to drive change. The CMO works onsite and manages the Marketing and Community Engagement team, and interns as needed. Some evening and weekend work is required.

**KEY RESPONSIBILITIES**

**Strategic Leadership & Brand Management**

* Define and implement a marketing and communications strategy that strengthens the United Way brand and increases community engagement.
* Ensure messaging aligns with United Way’s mission, emphasizing its role as a catalyst for positive change.
* Serve as the primary media contact and, when needed, an organizational spokesperson.
* Uphold brand consistency across all print, digital, and multimedia platforms.

**Marketing, Communications & Public Relations**

* Develop integrated marketing campaigns using a mix of media, including digital, print, social media, and public relations.
* Cultivate strong relationships with media partners to enhance visibility and coverage.
* Produce compelling content, including press releases, op-eds, donor communication, and campaign materials.
* Oversee the development of the annual report and key marketing collateral.
* Lead the organization’s crisis communication efforts in collaboration with senior leadership and the Board.

**Community Engagement & Event Management**

* Lead the planning and execution of major organizational events, such as the Live United Luncheon, Sneaker Ball, and the Annual Meeting.
* Develop strategies to attract high-profile speakers and thought leaders to United Way events.
* Oversee sponsorship and in-kind partnership efforts to maximize event impact and financial sustainability.
* Create an annual public-facing calendar for events and volunteer opportunities.

**Advocacy, Volunteerism & Affinity Groups**

* Develop and execute strategies to grow and engage key affinity groups (African American Leadership Society, Emerging Leaders United and Women United).
* Oversee community volunteer engagement efforts, including the establishment and execution of the organization’s annual Key Volunteer Survey.
* Partner with local and state officials to advance United Way’s advocacy initiatives.

**Organizational Collaboration & Fiscal Stewardship**

* Build strong relationships with United Way Worldwide, United Way of North Carolina, and neighboring chapters to share best practices.
* Manage vendor contracts related to marketing, design, and communications.
* Develop and oversee the marketing and communications budget to ensure effective resource allocation.

**QUALIFICATIONS & EXPERIENCE**

**Core Competencies**

* Visionary leadership with a strategic mindset and hands-on execution skills.
* Exceptional storytelling ability with a talent for crafting messages that inspire action.
* Strong project management skills with the ability to juggle multiple priorities.
* Skilled communicator with the ability to engage diverse audiences, from grassroots volunteers to corporate executives.
* Adept at leveraging digital marketing, social media, and traditional media for maximum impact.
* Experience building and leading high-performing teams.

**Technical Proficiency**

* Expertise in Microsoft Office, Adobe Creative Suite (InDesign, Photoshop, Illustrator), and email marketing platforms.
* Working knowledge of website content management systems, preferably WordPress.
* Familiarity with data-driven marketing strategies and analytics.

**Education & Experience**

* Bachelor’s degree required; master’s degree preferred in Marketing, Communications, Journalism, or a related field.
* 7-10 years of progressive experience in marketing, communications, or public relations, ideally in a nonprofit or mission-driven organization.
* Demonstrated success in managing high-impact events and community engagement initiatives.

**Physical Requirements**

The position requires occasional movement throughout the office to access files, papers or move supplies weighing up to 20 lbs.

**Benefits**

We offer a full health benefit package, with 12 paid holidays, wellness days, PTO, 401K match and defined contribution plan.

**Required**

Monday-Thursday in our office location.

NC Driver’s license and auto insurance.

EOE

<https://united-way-of-forsyth.oasisrecruit.com/>