



Job Description

Job Title: Associate Director of Brand and Design
Department: Marketing and Communications
Reports to: President/CEO
Status: Full-Time
FLSA Classification: Exempt
Date: July 22, 2024

Mission:

United Way Fox Cities (UWFC) improves lives by bringing diverse people together to build a stronger, more caring community for everyone.

Summary:

Working collaboratively with the President/CEO, Resource Development, Community Development, and Community Engagement, the Associate Director of Brand and Design is responsible for developing, implementing, and overseeing UWFC collateral strategy and annual plan to effectively engage and steward new and current donors, volunteers, and team members.

As Associate Director of Brand and Design, you will bring value to United Way Fox Cities and our communities by carrying out the following duties and responsibilities:

Graphic Design (approximately 70% of the time):

- Serve as the subject matter expert and brand champion on creative direction and development of all design elements for team members and stakeholders.
- Design (concept/creation, layout, production) of all UWFC materials.
- Design materials include printed pieces, website graphics, newsletters, engagement and thank you letters, social media graphics, signage, materials for businesses, donors, etc.
- Document and track requests, ongoing projects, and tasks.
- Support website design aesthetic and manage ongoing updates.
- Review and proofread designs for accuracy or errors prior to printing or publishing and to ensure they are on brand.
- Drive efficiency of creative communications without compromising quality or experience.
- Review analytics on creative pieces and improve strategy and design of tactics.
- Assist with editing video and photos.
- Work with outsourced designers when/if needed.



General Duties (approximately 30% of the time)

- Establish a process for creative development that starts with strategic requirements, incorporates customer insights, and includes timely reviews from stakeholders and effective collaboration.
- Work with all teams and departments to help create structured, strategic, and cohesive marketing plans and collateral with the goal of increasing donor dollars, increasing engagement, and deepening partnerships and relationships.
- In collaboration with the Associate Director of Marketing and Communications, help to create or enhance processes and procedures for the Marketing and Communications department to ensure consistency and efficiency.
- Stay updated on the latest marketing and communications trends and innovations for use in future marketing and communications materials, including UWWW Network resources.
- Ensure all external and internal communications follow United Way Worldwide branding guidelines.
- Oversee the marketing budget together with the Associate Director of Marketing and Communications as it pertains to print and electronic collateral.
- Review analytics for marketing plans, including social media and email engagement.
- Evaluate the effectiveness of previous projects/plans using data and use the findings to improve new projects/plans.
- Work closely with the Associate Director of Marketing and Communications, assisting with graphic creation for social media platforms.
- Other work and special assignments as needed.

Education and Experience:

- Bachelor's degree in graphic design or related field.
- 5+ years of art/creative direction, graphic design, and print/digital experience.
- Portfolio of work required.
- Fluent in graphic design software (Adobe Creative Suite – InDesign, Illustrator, Photoshop, and Acrobat) and Canva.
- Proficiency in WordPress (experience with updates and familiarity with HTML).
- Comfortable in a Microsoft 365/Office environment (Teams, SharePoint, Outlook, Planner, Word, Excel, and PowerPoint).



Required Skills/Abilities:

- Be open to new ideas with a growth mindset.
- Strong oral and written communication skills.
- Attention to detail.
- Manage multiple competing priorities and deadlines.
- Handle sensitive information.
- Work independently and collaboratively with other departments, other nonprofits, businesses, donor groups, etc.
- Strategic thinker.
- Ability to build cross-functional team alignment.
- Sense of humor and a team player!

Work Environment:

Work is primarily performed in an office environment. This position requires regular movement inside the office to access filing cabinets, office machinery, etc. Attendance at meetings outside of the office is necessary. The position also includes remaining in a stationary position a portion of the time, either standing or sitting, and occasional lifting of up to 20 pounds. There may be exposure to repetitive work on the computer. Evening and weekend hours may be required.

This job description describes the general nature and scope of responsibilities for this position. Please note other duties and responsibilities may be assigned or removed at any time with or without notice.

To Apply:

Please click on following link which will direct you to the United Way Careers website:

[Associate Director of Brand and Design - Menasha | United Way Jobs](#)