

UNITED WAY OF SOUTHEASTERN CONNECTICUT JOB DESCRIPTION

Title: **Digital Marketing Specialist**
Reports to: Vice President of Resource Development
Department: Resource Development
FLSA Status: Full-Time, Exempt
Revision Date: March 10, 2026

POSITION SUMMARY:

The Digital Marketing Specialist will support United Way of Southeastern Connecticut's marketing and communications efforts by managing digital platforms, creating engaging marketing and fundraising content, and assisting with the promotion and coordination of community and fundraising events.

Under the supervision of the Vice President of Resource Development, this role will help strengthen the organization's public presence and support fundraising and engagement initiatives through effective digital storytelling, marketing materials, and online engagement strategies. The Digital Marketing Specialist will work collaboratively across departments to help promote United Way's mission, programs, and community impact throughout New London County.

KEY ROLES & RESPONSIBILITIES:

Marketing & Digital Communications

- Create marketing materials and collateral including graphics, flyers, social media assets, and promotional materials using tools such as Canva and Adobe Creative Suite.
- Maintain and update website content using the organization's content management system (Drupal or similar platform).
- Manage social media platforms by developing, scheduling, and publishing content that promotes United Way initiatives, community impact, fundraising campaigns, and events.
- Assist with the development and distribution of email newsletters and electronic communications.
- Produce and edit basic photo and video content for use across digital channels.
- Track and report on digital marketing metrics including website performance, social media engagement, and email analytics.

- Contribute ideas and recommendations that strengthen marketing, communications, and engagement efforts while supporting a culture of innovation and continuous improvement.

Events & Campaign Support

- Assist with the promotion and marketing of fundraising and community events.
- Support event coordination including registration management, digital event platforms and tools including online ticketing and event communications.

Community Engagement & Storytelling

- Collect and develop stories that highlight United Way's community impact, partner programs, volunteers, and donors.
- Represent United Way at community events when appropriate.
- Assist in capturing photos, videos, and stories from programs and events to support marketing and fundraising communications.
- Perform other duties as required.

QUALIFICATIONS, EDUCATION, AND SKILL REQUIREMENTS:

- High School Diploma or GED required, associate or bachelor's degree in marketing, communications, public relations, or a related field preferred.
- 1-3 years of experience in marketing, digital communications, or nonprofit communications.
- Strong written and verbal communication skills with the ability to create engaging content for a variety of audiences.
- Experience with social media platforms and digital content management.
- Graphic design experience using Canva, Adobe Creative Suite, or similar tools.
- Experience managing website content using a CMS platform such as Drupal preferred.
- Strong organizational skills and the ability to manage multiple projects in a fast-paced environment.
- Demonstrates adaptability in an evolving digital landscape and utilizes emerging tools and technologies to strengthen communications, outreach, and community engagement.
- Strong attention to detail and a commitment to quality communications.
- Passion for community impact and a desire to help improve lives in New London County.

EMPLOYMENT:

- Ability to work flexible hours, which may include weekends and/or evenings.
- A driver's license is required or access to reliable transportation.

I have read, understand, and accept this Job Description:

Employee Signature

Date