

Join the Team!

Marketing & Communications Manager



United Way of Southeastern Connecticut is currently seeking a **Marketing & Communications Manager** to join our team.

Who We Are Looking For

The essential characteristics for success in this position are strong communication skills, strategic thinking, creativity, positive energy, and the ability to bring ideas to life. The ideal candidate is an experienced marketing professional who is passionate about community impact and excited to help shape how United Way's mission, programs, and results are shared. This person should be both strategic and hands-on, with a desire to inspire and coordinate the generosity and commitment that sustains a united, thriving community.

What You Will Do

This position will lead the development and execution of efforts to increase awareness of United Way's mission, strengthen donor engagement, and elevate community visibility. This role serves as the organization's primary storyteller and communications strategist, shaping how impact is shared with donors, partners, volunteers, and the broader community. Primary responsibilities include developing and implementing marketing strategies, creating audience-specific content, writing newsletters, annual reports, and press releases, maintaining brand consistency, coordinating efforts across departments, supporting fundraising messaging, leading event logistics, and analyzing marketing performance to strengthen outreach and engagement.

What You Need

We are looking for an individual with excellent writing, editing, and storytelling skills; and a demonstrated ability to coordinate multiple priorities and stakeholders. The ideal candidate brings a creative and strategic mindset, thrives in a collaborative environment, and demonstrates adaptability in an evolving digital landscape while utilizing emerging tools and technologies to strengthen communications and community engagement. Three to six years of experience in marketing, communications, public relations, or related fields is highly desired, preferably within a nonprofit or mission-driven organization.

Compensation & Benefits

This is a full-time, exempt union position. United Way provides excellent benefits and an 8% retirement contribution once qualified. Annual salary starts at \$59,295. For more information, please review the position's full job description.

Interested candidates should submit a cover letter and resume by May 8, 2026 via email to: rebecca.reutlinger@uwsect.org or complete the application at www.uwsect.org/apply

United Way is an equal opportunity employer committed to diversity in the workplace.