

Vice President of Marketing and Communications

ABOUT UNITED WAY OF GREENVILLE COUNTY

For over 100 years, we have united the community to help people live better, safer, and more successful lives. While our work has evolved to meet the challenges of the day, our vision remains the same: We believe everyone should have access to the tools and opportunities that empower them to achieve their full potential.

MISSION & VISION

Our mission is to mobilize people and resources to improve lives, strengthen the community, and advance equity for the benefit of all. Our vision is a Greenville County where all people have access to the opportunities to achieve their full potential.

STAR VALUES

Our focus on collaboration, internally and externally, connects our team and work to our community so we can achieve the balance and symmetry needed to consistently show up for all of Greenville County.

SUPPORT- We collaborate with our team, stakeholders and organizations to support our community and move our mission forward.

TRUST- With integrity and respect, we embrace transparency and build relationships with each other and the community to deliver on our promises.

ACT- Each day we show up to do our best work for our coworkers, our investors and our community by staying proactive, adaptable and innovative.

REFLECT- We reflect the change we wish to see within our communities by holding each other accountable to our mission, recognizing how our leadership today will impact the future of Greenville County.

WHERE WE SERVE

United Way of Greenville We serve people across the cities of Greenville, Greer, Fountain Inn, Simpsonville, Mauldin, and Travelers Rest. Our impact also extends to the following communities: Berea, City View, Dunean, Five Forks, Gantt, Golden Grove, Judson, Parker, Piedmont, Sans Souci, Marietta, Taylors, Tigerville, Wade Hampton, Ware Place, and Welcome.

OUR STRATEGY

Poverty is persistent in Greenville County. We can't let it win—because everyone deserves a shot at a better life. Our donor base is changing. So much so. From Baby Boomers to Gen Z and beyond, we must adapt and evolve to remain relevant.

To flip the script and win for our community, United Way of Greenville County must inspire and activate donors to increase access and reduce barriers to higher earnings for low-income earning members of the community.

WHERE TO PLAY

Our strategy to reduce barriers to higher earnings starts with increasing access in four critical areas:

Affordable Housing

Post Secondary Education

High-Quality, Affordable Childcare

Transportation and Mobility

INVEST IN ONLY WHAT WORKS

Nobody likes a bad investment. Data-driven decision-making ensures we're making smart choices.

TELL STORIES THAT CHANGE NARRATIVES AND INSPIRE

Knowing is only half the battle. To unite the community behind real solutions, we tell stories that reframe common narratives about the causes of poverty and how to solve it.

FIGHT FOR POLICIES THAT HELP, NOT HURT

It takes more than money to win for our community. We advocate at all levels of government for policies that help us beat back poverty.

POSITION SUMMARY

The Vice President of Marketing & Communications at United Way of Greenville County (UWGC) leads the development and execution of a comprehensive marketing, communications, and public relations strategy that advances United Way of Greenville County's mission. This role will enhance the organization's visibility, increase community engagement, compel philanthropic support, and ensure consistent messaging across all platforms.

Ideally, the successful candidate will have a passion for storytelling and the skill to distill a large amount of information into a clear and compelling message that fosters authentic connections with diverse stakeholders.

This role requires a big-picture thinker who is also willing to roll up their sleeves and actively participate in getting the work done. The role involves overseeing marketing, branding, media relations, digital strategy, and internal communications.

The Vice President of Marketing & Communication reports to the CEO and is a key member of the executive leadership team. The role will collaborate closely with the Chief Philanthropy Officer to ensure all fundraising and corporate engagement communication is aligned with the overall marketing and communication strategy.

Reports to : Chief Executive Officer

Location: Greenville, SC

FLSA Status: Exempt

AREAS OF RESPONSIBILITY



Develop and implement a strategic, comprehensive marketing and public relations plan that aligns with United Way's mission, vision, values, and goals.

Drive the organization's digital presence through website management, social media strategy, SEO, and online fundraising initiatives.

Oversee media relations, including press releases, media advisories, and interviews to increase positive coverage of the organization. Create and manage opportunities for thought leadership through op-eds, public speaking engagements, and partnership events.

Evaluate the roles, responsibilities, and structure of the marketing and communications team (internal staff and external vendors) to ensure the most effective deployment of human and financial resources.

Lead, mentor and manage staff to support ongoing professional development and accomplishment of both individual and collective goals.

Oversee external agencies and vendors as needed to support marketing, branding, and public relations initiatives.

QUALIFICATIONS

- Bachelor's degree in marketing, communications, public relations, or a related field is required (advanced degree preferred).
- At least five years of experience in marketing, communications, and public relations is required with a proven track record of success and professional growth. Experience managing at least one direct report is preferred.
- Exceptional written and verbal communication skills with an awareness of the nuance required to connect with diverse audiences.
- Listen to understand and speak to be understood.
- Obsess over the details, but don't be a perfectionist.
- Strive for best-in-class.
- Challenge assumptions without being rude or disrespectful. Know when enough is enough.
- Think big and be creative.
- Be thoughtful and kind.



INTERESTED CANDIDATES

Submit your resume and cover letter directly to talent@unitedwaygc.org with VP, Marketing and Communications in the subject line. Qualified candidates that bring a diversity of thought, experience and background are encouraged to apply.

United Way of Greenville County offers competitive compensation based on prior experience and qualifications as well as comprehensive benefits in order to best support our people. Benefits we offer include: health, dental and vision insurance where United Way of Greenville County pays generously towards the cost of these benefits for employees and their families.

United Way of Greenville is an equal opportunity employer and value diversity. All employment is decided on the basis of qualifications, merit and business need.