



UNITED WAY
Venango and
Titusville Region

Nonprofit Marketing Strategist



Department: Community Innovation Team

Reports to: Director of the Center for Community Innovation

Location: Venango and Clarion Counties

*Hybrid/Remote flexibility after completion of probationary period. Some local travel required.

Type: Full-time

The Nonprofit Marketing Strategist plays a vital role in strengthening the visibility and impact of 10–12 nonprofit organizations throughout Venango County. This unique, United Way-supported position is designed to provide high-quality marketing services to nonprofits that may not have the financial capacity to sustain a dedicated marketing role independently.

This position focuses on developing and executing innovative, results-driven marketing strategies that elevate each organization's mission, expand community engagement, and enhance overall outreach.

Key Responsibilities:

- Develop and implement strategic marketing and promotional plans across multiple platforms, including social media, websites, and digital communications.
- Manage and maintain nonprofit websites, ensuring content is current, engaging, and aligned with organizational goals.
- Lead event promotion efforts, including digital campaigns, print materials, and community outreach.
- Create compelling, mission-driven content for social media, websites, e-newsletters, press releases, and print materials.
- Manage a portfolio of nonprofit clients, effectively balancing multiple priorities and deadlines.
- Collaborate directly with nonprofit partners to understand their goals and translate them into actionable marketing strategies.
- Research and ensure brand consistency and alignment for each nonprofit organization.
- Coordinate with external vendors, agencies, and graphic designers to produce high-quality marketing materials.
- Oversee communication strategies, including content development, distribution methods, and audience targeting.
- Identify opportunities for innovation, improved efficiencies, and growth within this pilot program. Previous experience in grant writing, fundraising, or technical writing is preferred.



Core Competencies:

- Strong communication and interpersonal skills
- Creative thinking and problem-solving abilities
- Strategic planning and execution
- Time management and organizational excellence
- Initiative and adaptability in a dynamic, multi-client environment

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field preferred; or a minimum of three (3) years of relevant experience.
- Proven ability to work independently and manage multiple projects simultaneously.
- Strong written and verbal communication skills.
- High level of digital literacy, including proficiency in Microsoft Office and familiarity with marketing platforms.
- Experience with graphic design tools (e.g., Canva, Adobe Creative Suite) preferred.
- Demonstrated ability to take initiative, manage projects, and meet deadlines.
- Experience working with or supporting nonprofit organizations is preferred.
- Valid driver's license and access to an insured vehicle required.

To Apply:

Interested candidates may apply via Indeed or email a brief cover letter, resume, and three professional references to cortney@uwvenango.org.

EEO: United Way is an equal-opportunity employer. We evaluate qualified applicants without regard to race, color, religion, creed, disability, veteran status, advanced education, marital status, age, sex (including pregnancy), sexual orientation, gender identity, gender expression, national origin or ancestry, genetic information, and other legally protected characteristics, in accordance with applicable laws.