

Manpower-Barrie is partnering with United Way of Greater Simcoe County in the search for a **Manager of Publicity, Social Media and Communications**.

This full-time, permanent position will report to the CEO and will provide support to all community outreach initiatives of the United Way of Greater Simcoe County (UWGSC).

By utilizing excellent communication skills (through all media venues) this position supports all community outreach initiatives. The ideal candidate will be creative with a desire to make a significant contribution through strategic planning. The successful candidate will co-ordinate and ensure that all marketing material is available and distributed for all activities. These activities would include, but are not limited to, community, member and funded programs, volunteer information, awards, donor honour roll, and newspaper recognition. The Manager, Publicity, Social Media and Communications will be taking an active role in tapping into social media avenues to broaden United Way's reach into the population base of Greater Simcoe County. This role will also require that the applicant maintain the department database to ensure it is up to date as well as accurate. This will mean developing, maintaining and updating biographical data, inputting source data and transferring data between different kinds of software. The successful candidate will be comfortable with this activity and will be viewed as "owner" of this information.

The Manager will need to be able to enhance all communications across the organization. This will include planning and implementing additional community awareness campaigns, ensuring that volunteers communicate the key messages about United Way, have up to date information and materials and are recognized for their hard work. This person is required to attend campaign cabinet, staff and committee meetings.

Skills and Experience Required:

- Minimum 5 years experience
- Project and time management, with excellent organizational skills
- An "ideas person" who can create a vision and a plan to meet the strategic initiatives of United Way
- Excellent customer service and interpersonal skills
- Public speaking, presentation, and communication skills (verbal and written)
- Analytical and detail oriented with accurate typing skills
- Able to manage multiple tasks in a fast paced environment with minimal supervision
- Good problem solving and decision making skills
- Computer literacy including experience with data entry. Data base management considered an asset (will be trained in Rainbow – an in-house fund raising software)

Advanced usage of on line programs such as: Facebook, LinkedIn, Twitter, Tweetdeck

Advanced usage of office software: MS Office, Excel, Outlook, PowerPoint, Adobe, Publisher, Front Page, Photoshop, Media Players

Apply on-line: <http://www.workopolis.com/EN/job/11601474>

We thank all applicants, however, only those being considered for an interview will be contacted.