



Coordinator, Marketing & Communications

United Way of Greater Richmond & Petersburg seeks an analytical, data-focused professional to support the development and implementation of marketing, communications and public relations strategies on behalf of the organization. The Coordinator of Marketing & Communications manages the identification of prospective individual, workplace and corporate donors and works with relevant departments to implement strategies to cultivate these relationships and generate revenue. The Coordinator will take a hands-on role in researching United Way's donor base and developing and implementing communications campaigns designed specifically to generate revenue and engage targeted subsets of donors. The position will work closely with multiple departments across the organization, particularly Resource Development.

United Way of Greater Richmond & Petersburg maintains a positive, challenging and engaging environment for its employees. Working at United Way offers personal and professional growth opportunities and a chance to be part of a team that is creating lasting change in our community and leading a movement to engage every local citizen in that change. We empower individuals and drive systemic change to provide everyone with a clear path to success. We do this by mobilizing the entire community – individuals, nonprofits, government agencies, schools and businesses – to collectively tackle our region's toughest challenges. United Way of Greater Richmond & Petersburg serves the region's neighborhoods and rural areas alike, providing direct services and support to partners in the cities of Richmond, Petersburg and Colonial Heights as well as the counties of Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent and Powhatan.

Qualifications: Bachelor's degree or equivalent required, preferably in the field of marketing, communications, public relations or journalism, as well as 1+ years' experience, preferably in a related role at a nonprofit organization. Ideal candidate will have a proven track record of supporting the development and implementation of successful fundraising communications campaigns; experience working with multiple departments in a professional setting to move projects forward and achieve successful outcomes; experience using donor database to generate reports, analyze donor populations and inform strategic decision-making; understanding of and experience using digital marketing tools, including email marketing software (e.g. Constant Contact), website content management systems (e.g. WordPress) and social media platforms (e.g. Facebook, Twitter).

Position open until filled. Please send cover letter, resume and salary requirement to:

United Way of Greater Richmond & Petersburg
Attn: Human Resources
P.O. Box 11807
Richmond, VA 23230

Email: jobs@yourunitedway.org
Fax: (804) 775-6476

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