



Marketing & Communications Manager

United Way of Greater Richmond & Petersburg seeks a mission-driven communications professional to join our team. The Marketing & Communications Manager will play a key role in developing and implementing cross-platform marketing campaigns to promote UWGRP, particularly its fundraising and community impact efforts, utilizing a blend of communications vehicles, including email marketing, web, social media, and direct mail. The Manager will leverage photography, graphic design and digital communications skills to support marketing, fundraising and community impact projects; manage United Way's social media channels; support the development of written communication materials; participate in cross-functional team meetings; handle regular website updates and work across departments to ensure UWGRP's website is up-to-date; contribute to the development and execution of email marketing campaigns; and collaborate with internal partners to support the development of donor communications, media materials, and reports.

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: The ideal candidate will have three to five years of communications experience, preferably in a nonprofit or agency setting. Must have superior oral and written communications skills; experience using popular digital communications platforms for email, web, and social media to launch and manage marketing campaigns; experience photographing and recording events and using popular editing tools to craft digital communications; experience developing cross-departmental relationships; strong project management skills; and a demonstrated ability to manage multiple projects and work under tight deadlines. Bachelor's degree required, preferably in the field of marketing, communications, graphic design, public relations or journalism.

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

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

Email: jobs@yourunitedway.org

Fax: (804) 775-6476

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