



Coordinator, Marketing & Communications

United Way of Greater Richmond & Petersburg seeks a mission-focused professional to support the development, implementation, and evaluation of United Way's communications. Essential functions of the position include: manage United Way's social media channels to include writing and designing posts, managing the content calendar, and analyzing performance to inform future strategy; contribute to the development and execution of email marketing campaigns, to include writing and editing, layout and design, list management, and performance analysis; support the development, implementation and evaluation of communications campaigns; analyze donor database and lead the development of marketing and donor lists to be used for communications campaigns, with focus on email and direct mail distribution lists; support the research and data needs of United Way's Resource Development team as they work to find new ways to encourage local companies and individuals to support United Way; track gifts from donors, create acknowledgments for gifts received, and keep database up-to-date with gift information; collect, analyze, and report on key metrics (e.g. email statistics, website traffic); make recommendations to improve future efforts, including SEO (search engine optimization); field inquiries from United Way's website and social media channels and ensure inquiries are handled in a timely, appropriate manner; assist with the maintenance of United Way's website by updating links and refreshing images; maintain an inventory of marketing materials and ensure new materials are ordered in a timely manner.

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 required, preferably in the field of marketing, communications, public relations, or journalism, as well as at least 1 year of 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 online graphic design tools (e.g. Canva), email marketing software (e.g. Constant Contact), website content management systems (e.g. WordPress) and social media platforms (e.g. Facebook, Twitter, Instagram, LinkedIn), as well as SEO techniques.

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

United Way of Greater Richmond & Petersburg
Human Resources
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