

## **Marketing & Communications Intern**

### **United Way of Greater Richmond and Petersburg**

Join United Way's MarCom team to help build bold, thoughtful content that helps shape how we connect with our community, donors, and volunteers. This internship offers a unique opportunity to gain hands-on experience in cause-driven marketing that fosters community connection and advances social good.

#### **Description**

As a Marketing & Communications Intern, you'll play a key role in designing and developing social media content, aligning messaging across platforms, and helping build out internal systems that support consistent, on-brand communication. From journey mapping donor experiences to refreshing brand materials, you'll help bring the United Way story to life and learn how design and digital strategy power community change.

- Create visual and written content for social media, email, and web
- Design branded assets using United Way's national style guide (Canva/Adobe)
- Contribute to social media planning calendars and engagement tracking
- Help map user journeys to optimize content touchpoints and storytelling flow
- Assist in building scalable content systems and asset libraries
- Support campaign planning, storytelling, and community engagement

#### **Required Skills**

- Strong visual design skills (Canva, Adobe Suite, or similar tools)
- Social media savvy with an eye for engaging content and trends
- Clear communicator with creative writing skills
- Organized and proactively able to support a dynamic team
- Passion for storytelling, equity, and community impact

#### **Growth Opportunities**

- Deep dive into nonprofit marketing and values-driven branding
- Build real-world skills in design, digital strategy, and content systems
- Gain exposure to cross-functional collaboration in a mission-focused environment
- Mentorship from seasoned professionals and community leaders
- Portfolio-worthy projects with real-world impact

#### **Hours**

Flexible | Up to 400 hours total (Summer/Fall/Spring options)

*Reporting to VP of Strategy & MarCom*

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