

Marketing Manager

United Way of Greater Richmond & Petersburg

United Way of Greater Richmond & Petersburg is seeking a dynamic and detail-oriented Marketing Specialist to support the organization's brand, content strategy, and digital communications. In this role, you will create compelling content, manage social media platforms, and help lead marketing campaigns that connect people to our mission. You'll work across departments to ensure all messaging is consistent, creative, and reflective of the impact we have on our community.

This is an opportunity to contribute through smart storytelling, thoughtful design, and community-centered outreach. If you're a strong writer, a digital native, and a collaborative teammate who knows how to turn strategy into action, we want to hear from you.

ABOUT YOU

With 3+ years of experience in marketing, communications, or content creation, you're comfortable managing multiple projects, producing high-quality work, and tailoring your message for different audiences. You're a creative thinker and a clear communicator who knows how to bring ideas to life across platforms social, digital, print, and beyond. You bring solid experience writing for a brand, managing social media, and designing marketing materials using tools like Canva or Adobe Creative Suite. You enjoy working with others and thrive in a mission-driven culture that values collaboration, equity, and community. You're organized and curious, detail-oriented but flexible, and most importantly, committed to helping people understand the power and impact of United Way. Bachelor's degree required in marketing, communications, journalism, public relations, or a related field.

ABOUT THE ROLE

As our Marketing Specialist, you'll play a key role in:

- Supporting the development and execution of brand-aligned marketing campaigns.
- Creating written and visual content for digital and print channels including social media, newsletters, and event promotions.
- Managing United Way's social media accounts and content calendar.
- Designing marketing materials, graphics, and email campaigns.
- Working closely with team members across the organization to support fundraising, volunteerism, and community impact efforts.
- Attending community events to capture and share United Way's presence and impact.
- Analyzing campaign performance and identifying opportunities to strengthen engagement.

ABOUT US

At United Way of Greater Richmond & Petersburg, we bring people together to solve tough problems and advance opportunities for all. Our team is creative, collaborative, and driven by a shared purpose. As part of the Marketing & Strategy team, you'll help tell the story of our impact, grow our visibility, and build stronger connections with the people and communities we serve. This is a great role for someone looking to grow their marketing career while doing work that matters.

Salary Range: Hiring range up to \$58,000 based on experience. *Position open until filled.*

Please send cover letter, resume, portfolio, and salary requirement to:

United Way of Greater Richmond & Petersburg
Human Resources
Email: jobs@yourunitedway.org

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