

Marketing & Communications Director

United Way Greater Richmond and Petersburg

United Way Greater Richmond and Petersburg is seeking an experienced, hands-on leader to serve as our Marketing & Communications Director. This role will turn organizational priorities into finished work by building clear plans, managing timelines and approvals, coordinating internal contributors, and keeping campaigns and communications moving from concept through completion. The Director will manage and execute a diverse portfolio of donor and campaign communications, digital and print content, public relations, brand initiatives, and integrated marketing efforts across email, web, social media, events, and other channels. Grounded in data and audience insights, this role will use performance analytics to strengthen engagement, expand reach, and drive measurable results. The Director will also oversee agency, contractor, and creative partner relationships by setting clear expectations, managing scopes and budgets, reviewing work, and ensuring deliverables meet brand standards, campaign goals, and deadlines. This is an opportunity for a strong marketing operator and disciplined project leader to bring order to complexity, collaborate effectively across teams, and deliver high-quality work at a pivotal point in the organization's growth.

ABOUT YOU

With 5+ years of experience in marketing, communications, public relations, brand management, integrated campaigns, agency account management, or a related field, you have successfully managed complex, multi-channel projects from concept through completion. You are a hands-on marketing and communications leader who enjoys turning strategic direction into compelling stories, clear plans, coordinated action, and high-quality finished work. You know how to build practical work plans, creative briefs, timelines, assignments, approval processes, and measures of success while balancing competing priorities and keeping work on schedule. You are a collaborative leader who can guide cross-functional teams. You have experience directing agencies, vendors, or creative partners and are comfortable managing scopes, budgets, quality, and deadlines. You communicate and edit clearly, bring sound judgment to executive communications, media opportunities, and time-sensitive needs, and use data and audience insights to strengthen campaigns and channel choices. A bachelor's degree in marketing, communications, public relations, business, or a related field, or equivalent experience, is required.

ABOUT US

At United Way Greater Richmond and Petersburg, we foster a positive and dynamic environment driven by a commitment to bring people and organizations together to tackle the region's toughest challenges. This is an opportunity to join a mission-driven organization with more than a century of impact, while helping lead the next chapter of our growth, visibility and community impact.

Salary: Hiring range up to \$75,000 based on experience. *Position open until filled.*

To Apply: Please send your cover letter, resume, salary requirement and relevant work samples to:
United Way Greater Richmond and Petersburg, Human Resources
Email: jobs@yourunitedway.org

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