



# Girls on the Run of Greater Richmond

## Development & Communications Manager

**Position Title:** Development & Communications Manager

**Type:** Part-time (20-25 hours)

**Location:** Greater Richmond area, VA (Remote/Hybrid)

**Reports To:** Executive Director

### ORGANIZATION SUMMARY

Girls on the Run of Greater Richmond is dedicated to creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams. Girls on the Run offers physical activity-based positive youth development programs that create a safe space for girls to grow their confidence and sense of self-worth through goal setting, processing emotions, and building relationships while improving their physical health.

Girls on the Run of Greater Richmond strives to eliminate barriers to participation, to create programming that engages all communities, to be intentional about staff and volunteer diversity, and to promote a culture of inclusion across the organization. We leverage the power of volunteers and partner with schools and community organizations to serve over 1,000 students across 8 counties/cities and host two 1,200+ person 5K events each year. Learn more about our programs and impact at [www.gotrrichmond.org](http://www.gotrrichmond.org).

Our small, passionate team values collaboration, celebrates successes, and shares knowledge to support one another. At Girls on the Run of Greater Richmond, you'll find a purpose-driven work culture that empowers you to work autonomously with the support of your team when you need it, that appreciates you for who you are as a person not just an employee, and that promotes a healthy work-life balance.

### POSITION PROFILE

The Development & Communications Manager is a part-time position (20-25 hours/week). The Development & Communications Manager supports the Executive Director with fundraising efforts related to individual and corporate donors, and is responsible for the creation and execution of communications, marketing, and social media content. This role provides an exciting opportunity for someone who thrives in an environment where every day is different, enjoys creating thoughtful, engaging content, and wants to make an impact in their community. The position reports to the Executive Director. We encourage individuals with diverse backgrounds and experiences to apply.

### PRIMARY RESPONSIBILITIES

This job description reflects essential functions of the role. It does not prescribe or restrict the tasks that may be assigned.

#### Development and Community Engagement Support

Support the Executive Director to:

- Execute a comprehensive fundraising plan that includes individual giving and corporate sponsorships
- Create compelling content across various communication channels, including e-newsletters, annual reports, donor solicitations and stewardship, and media releases
- Cultivate and steward donors, sponsors, partners, and volunteers to foster lasting relationships
- Perform regular database maintenance (Pinwheel) and generate reports as needed
- Develop communications for special events and partnerships as needed

#### Program and 5K Communications

- Coordinate with program staff to design and implement digital strategies that effectively recruit participants, coaches, and volunteers, tailoring content and schedules to appeal to diverse audiences
- Utilize existing resources to develop marketing materials for the celebratory 5K events for coaches, participants/caregivers, volunteers, sponsors, and the broader community
- Aid in the development of resources for coaches, school sites, parents/caregivers, and volunteers (i.e. flyers, event guides)

#### Mission Advancement and General Communications

- Maintain a content calendar and execute social media strategy across all channels (email, Facebook, Instagram, LinkedIn)
- Gather and share impactful stories and statistics that demonstrate the results and value of our programs

- Represent GOTR at community events and engage with diverse organizations and stakeholders
- Collaborate with the team to plan and implement 5K events
- Ensure all communications are community-centered, mission-aligned, and asset-based, reflecting the values of Girls on the Run

## QUALIFICATIONS

- Passion for Girls on the Run mission and the ability to effectively communicate issues surrounding empowerment, self-esteem, body image, and whole-person health
- Outstanding communication and relationship-building skills via email, phone, and in person across a range of audiences
- Strong attention to detail while managing multiple projects, prioritizing, and working under time constraints to meet deadlines
- Self-starter that shows initiative, creative problem solving, and a collaborative spirit
- Strong technological proficiency (email, google drive, Canva, database/communications software, task management tools)
- Aptitude and understanding of how to use digital media to target different audiences
- Preferred: Prior communications or development experience
- Preferred: Experience with youth development programs and/or schools

## REQUISITES

- Ability to move and lift 25 pounds or more, and to work outside in varying temperatures
- Must pass background check
- The candidate must be locally based in the Greater Richmond area and be able to reliably engage in the following:
  - Local travel using a personal vehicle during daytime hours (mileage reimbursement provided)
  - Regular in-person and virtual interactions in community
  - Some nights and weekends required (with advance notice)
  - High speed internet access required to access systems and communication tools

## SALARY/BENEFITS

Compensation for the position is \$18-23 per hour.

Employees working over 10 hours/week are eligible for mileage reimbursements, paid holidays, paid time off, a monthly wellness stipend, access to a retirement plan, and a flexible remote work environment. We value both full-time and part-time employees and are committed to creating an inclusive and supportive work environment for everyone on our team.

## HOW TO APPLY

Submit the following items to [info@gotrichmond.org](mailto:info@gotrichmond.org) and include "Development & Communications Manager role" in the subject line. We encourage applicants to apply before January 1, 2025.

- Resume
- Three (3) references (*We will not contact references until later in the hiring process*)
- Instead of a cover letter, please respond to the following questions in writing. Please use your most authentic writing style.
  1. Briefly connect how your skills and previous experiences equip you for success in this role.
  2. What do you find most compelling about our work, and how would you highlight this when asking a potential donor to support our programs? (3-4 sentences)
  3. All staff, including the Development & Communications Manager, support the celebratory 5K events each season. How do you see this direct involvement benefiting your understanding of the role and the organization as a whole? (3-4 sentences)

We are an Equal Opportunity Employer and do not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, status as a veteran, and basis of disability or any other federal, state or local protected class. We encourage individuals with diverse backgrounds and experiences to apply.