THE community foundation FOR NORTHERN VIRGINIA

Marketing and Communications Manager

Location: Tysons Corner / Hybrid schedule
Reports to: Director of Communications and Events
Status: Full-Time, Exempt
Annual Salary: $74,500

About the Community Foundation for Northern Virginia

The Community Foundation for Northern Virginia (CFNOVA) is building a region that works for everyone by advancing philanthropy and community leadership. Since 1978, we have united thousands of generous Northern Virginians with the causes they care about through donor-advised funds, permanent funds, giving circles, and charitable endowments. We cultivate enduring partnerships with nonprofits, foundations, government, businesses, and community members, maximizing impact to drive meaningful change.

The Community Foundation proudly serves all Northern Virginians in Arlington, Fairfax, Loudoun and Prince William Counties and the Cities of Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park.

Position Summary

The Marketing and Communications Manager develops and delivers content, digital marketing, media outreach, and event communications that strengthen the CFNOVA's visibility, engagement, and philanthropic impact. Reporting to the Director of Communications and Events, the Manager translates approved communications priorities into coordinated campaigns and manages day-to-day website, email, social media, and storytelling activities.

The Manager works across departments to significantly increase brand awareness, promote grantmaking, scholarships, donor engagement, fundraising, and community leadership initiatives, and supports the planning and execution of CFNOVA events. This role combines strong writing and editing, hands-on digital communications, project coordination, and responsive service to colleagues and community partners.

Primary Responsibilities

Marketing & Digital Communications

- Implement and contribute to the development of marketing and communications plans aligned with CFNOVA priorities; maintain an integrated editorial and communications calendar with the Director.
- Write, edit, design, and distribute newsletters, email campaigns, website content, social media posts, invitations, and other print and digital materials.

- Maintain accurate and current/upcoming website and Giving Hub content, coordinate content updates, quality reviews, and website projects with staff and external vendors.
- Manage day-to-day social media content, scheduling, and engagement across CFNOVA's channels.
- Coordinate digital advertising and search engine optimization with external consultants, including Google Ads and Google Ad Grants and other digital advertising platforms; monitor approved budgets and performance.
- Apply brand standards and review materials for accuracy, clarity, accessibility, and consistency; coordinate required internal reviews and approvals.

Storytelling & Media Relations

- Develop content and impact stories highlighting donors, professional advisors, grantees, scholarship recipients, and community partners in collaboration with relevant staff.
- Draft and distribute approved press releases, maintain media contacts, support media outreach, and coordinate responses to inquiries with the Director.
- Organize photography, video, and other communications assets and maintain appropriate permissions for their use.

Event Communications & Logistics

- Support planning and execution of the annual Gala, Shape of the Region Conference, and other approved fundraising, donor engagement, and community events under the Director's direction.
- Create and maintain event registration pages, invitations, promotional campaigns, programs, signage, presentations, and follow-up communications.
- Coordinate logistics, including registration, attendee lists, vendor deliverables, audiovisual needs, materials, and onsite setup and breakdown.
- Coordinate sponsor recognition and communications deliverables with Development staff and event consultants.

Data, Reporting & Collaboration

- Track website, email, social media, advertising, media coverage, and event metrics; prepare dashboard updates and recommend improvements based on results.
- Maintain communications lists, preferences, event attendance, and related records in CommunitySuite and connected systems in coordination with responsible staff.
- Monitor project timelines, assigned budgets, vendor work, and deliverables; flag competing priorities or delays promptly.
- Provide communications support across departments, maintain documented workflows, and participate in special projects and other duties as assigned.

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Qualifications & Work Expectations

Required Qualifications

- Relevant professional experience in marketing, communications, digital content, public relations, or a related field; a degree in a related discipline or an equivalent combination of education and experience.
- Excellent writing, editing, proofreading, and verbal communication skills, with the ability to adapt content for different audiences and channels.
- Experience managing website content, email marketing, social media, digital campaigns, and using analytics to assess results.
- Strong organizational and project management skills, attention to detail, and ability to manage multiple deadlines and follow work through to completion.
- Proficiency with Microsoft 365 and experience with content management, email marketing, graphic design, and database tools.
- Ability to work independently and collaboratively, exercise sound judgment, protect confidential information, and provide professional service to diverse stakeholders.

Preferred Qualifications

- Experience in nonprofit communications, philanthropy, or a community foundation.
- Experience with Mailchimp, Foundant CommunitySuite, Google Analytics, Google Ads, Google Ad Grants, SEO, and AEO.
- Experience coordinating events, collaborating with vendors, and producing print and digital materials.
- Knowledge of Northern Virginia and an interest in philanthropy and community leadership.

Work Expectations

This position requires attendance at in-person meetings and events throughout Northern Virginia, including occasional evening and weekend activities. The role includes assisting with event materials, setup, and breakdown, with reasonable accommodations as needed.

Compensation & Benefits

The annual salary is $74,500. CFNOVA offers a benefits package, subject to plan terms and eligibility requirements, including:

- Medical, dental, and vision insurance.
- 401(k) retirement plan.
- Paid Time Off (PTO), paid holidays, and a paid volunteer day.
- Bereavement and parental leave.

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Equal Opportunity Employer

CFNOVA is an Equal Opportunity Employer and values diversity and inclusion. All qualified applicants will receive consideration for employment without regard to protected characteristics under applicable law.

How to Apply

Interested candidates should submit a resume and cover letter by December 14, 2026, to jobs@cfnova.org. We appreciate all applications; however, only candidates selected for interviews will be contacted.