

Position: Marketing & Communications Manager
Applications accepted October 15-Nov 15, 2026
Position Start Date: ASAP

Organization

Girls on the Run® Hampton Roads (GOTRHR) is a nonprofit 501c3 organization. We inspire girls to be joyful, healthy, and confident using a fun, experience-based curriculum that creatively integrates running. Our after-school program creates a safe place for girls to grow in confidence. They learn to identify and process emotions, set goals, make healthy decisions, and speak up for themselves and others, all while improving their physical health and stamina. These lessons are woven into training for a 5K event and into completing a community impact project. Teams of up to 20 girls meet in schools and community centers and are led by certified volunteer coaches. We aim to serve 2,000 girls per year in 15 cities and counties across Hampton Roads.

GOTRHR is dedicated to being an inclusive and accessible organization. We strive to eliminate barriers to participation, to create programming that engages all girls, and to be intentional about building a team of staff and volunteers that mirrors the communities we serve.

Position Summary

This position requires enthusiastic recruitment and promotion skills with a variety of audiences. It is responsible for overseeing all aspects of after-school program marketing and supports the fundraising team with collateral and messaging. The position works collaboratively the Program Directors and the Advancement team and reports directly to the Executive Director. The ideal candidate will possess a passion for supporting the social, emotional, and physical health of girls. This position is best suited for individuals who have strong interpersonal and public speaking skills, are highly organized, self-starters, creative, and flexible in the face of the unexpected.

Key Responsibilities

- Develop and adhere to a robust calendar for print, digital, and social media communications to support our enrollment and fundraising goals.
- Work collaboratively with program staff to promote coach, site, and girl recruitment. This includes creating timely and ambitious messaging for fliers, yard signs, social media channels, PSAs, and email blasts.
- Work collaboratively with Advancement staff to fulfill our obligations to sponsors and community partners regarding social media mentions, press releases, and logo placement on banners, fliers, and T-shirts.
- Work collaboratively with development staff to promote fundraising and special events on social media, print collateral, and through email blasts.

Girls on the Run of Hampton Roads

5817 Wesleyan Drive
Virginia Beach, VA 23455

757-965-9040
info@gotrhr.org

www.gotrhr.org



Girls on the Run®

- Work collaboratively with program staff to promote summer camp enrollment on social media, yard signs, fliers, and email blasts.
- Create/Post soft-touch content to promote the GOTRHR mission on social media during the "off-season," when action messaging is less urgent.
- Manage 5K messaging, maps, and graphics.
- Manage 5K registration inquiries, Bib and T-shirt orders, and distribution.
- Utilize Pinwheel CRM software for data collection, girls-served, retention, and revenue
- Manage the marketing and promotion line-item budgets

Qualifications

- ⇒ Demonstrated, relevant experience in a non-profit or educational organization
- ⇒ BA/BS in a related field OR a passion for the mission with comparable work experience
- ⇒ Strong technological proficiency to navigate an array of web-based software
- ⇒ Strong communication skills in person, by phone, and in writing to a variety of audiences
- ⇒ Ability to effectively communicate about issues pertaining to adolescent development
- ⇒ Occasional availability on evenings and weekends for important outreach events
- ⇒ Ability to adapt in a fast-paced environment, managing multiple priorities and decisions
- ⇒ Ability to lift 25 pounds or more, and to work outside in extreme temperatures
- ⇒ Access to off-site high-speed internet and reliable transportation
- ⇒ Familiarity with education and youth development communities

Work Environment

This is a full-time hybrid position, allowing remote work three days a week and in-office work at Batten University two days per week. The ideal candidate will be locally based to provide hands-on leadership and support to our operations. It includes frequent local travel, with reimbursed mileage, and frequent in-person meetings and events with staff and stakeholders.

Compensation

- Full-time compensation of \$45,000-\$50,000 annually, or \$22 hourly/\$33 hourly overtime
- After three months, 100% Tuition remission for full-time employees in Batten University online graduate degree programs.
- Paid dining hall meals while working on campus
- After three months, access to GOTRHR-paid life insurance, GOTRHR-subsidized medical plan, & self-paid dental insurance.
- After 12 months, IRA contribution matches up to 3%
- Monthly cell-phone reimbursement
- Paid professional development
- Free access to the Batten University fitness center
- 27 paid school/national/GOTRHR holidays each calendar year
- 8 hours PTO accrues monthly for full-time employees

Girls on the Run®

This document is a position overview but does not state or imply that these are the only duties to be performed by this employee. GOTRHR reserves the right to update, revise, or change the job description and related duties at any time. Discerning candidates should familiarize themselves with our mission, core values, and programs, as described on our website. To apply, submit a completed questionnaire and resume to: Ellen Carver, Executive Director; ellen@gotrhr.org



Marketing & Promotions Manager Applicant Questionnaire

A key part of this position is promoting the benefits of Girls on the Run© to educators, volunteers, and parents through emails, letters, and meetings. The purpose of this questionnaire is to gauge your comfort level with written language and to assess your understanding of positive youth development programming. Please use your most authentic writing style without assistance from AI.

1. Write about a role model you had between the ages of 8-14. (3-4 sentences)
2. What do you think is compelling and unique about Girls on the Run that you would highlight when asking a principal to host the program at their school? (3-4 sentences)
3. Tell about a time when you experienced a major setback or disappointment. (3-4 sentences)

