



**POSITION:** Program Marketing Manager

**STRUCTURE:** Full-time, salaried, exempt

**LOCATION:** Richmond, VA (Innsbrook). Time in the office is expected, as well as a consistent presence at programs taking place across the Greater Richmond area.

**BACKGROUND:**

The Autism Society of Central Virginia (ASCV) is a local nonprofit organization with a mission to support, empower, and build connections to improve the lives of all in our local autism community. We offer a wide variety of programs, including social and recreational activities, support groups, educational workshops, advocacy initiatives, and scholarships. We serve individuals with autism, families, caregivers, educators, and professionals across Central Virginia through meaningful, community-centered programming and resources.

**POSITION OVERVIEW:**

The Program Marketing Manager will play a central role in helping share ASCV's story of impact through content creation, communications, and creative support. Reporting to the Director of Programs and collaborating closely with the Programs Communication Manager and Creative Marketing Manager, this role will help lead marketing and communications efforts that promote ASCV programs, services, resources, advocacy initiatives, and community engagement activities.

This position will support day-to-day program marketing efforts — from capturing content and participant stories to share through social media, blogs, and other channels, to designing e-newsletters and creating branded digital and print materials that help keep ASCV's populations informed and connected. The ideal candidate is a strong all-around creator who is both highly creative and highly organized, with a demonstrated understanding of how thoughtful communications can enhance participant experience and strengthen community engagement.

**PRIMARY RESPONSIBILITIES:**

**Content & Storytelling**

- Attend programs, events, trainings, and community activities to capture photo/video content and help translate program experiences into engaging digital storytelling.

- Create social media content, captions, recaps, blog posts, participant stories, and other digital content that highlights ASCV's programs, mission, and community impact.
- Identify and curate participant experiences, testimonials, quotes, and program moments for use across ASCV communications and storytelling efforts.
- Assist with planning, scheduling, and organizing program-related content and communications across digital channels.
- Organize and maintain a library of photos, graphics, testimonials, and program content for future organizational use.

### **Program Communications & Marketing**

- Assist with creating assets and building program-related emails, including our biweekly and quarterly newsletters, as well as general updates, reminders, confirmations, and other participant communications.
- Design and update program materials including fliers, graphics, presentations, signage, outreach materials, and other branded collateral.
- Collaborate with Membership Manager to develop print and digital marketing materials to strengthen membership recruitment and retention.
- Support volunteer and advocacy-related communications and materials.
- Help to ensure the organization maintains clear, accessible, and participant-centered communication materials.

### **Website & Collaboration**

- Assist with updating program-related website content, schedules, resources, announcements, and digital materials.
- Collaborate with program staff, the Programs Communication Manager, and Creative Marketing Manager to support consistent program visibility and communications.
- Provide creative and communications support for program initiatives, events, and special projects as needed.

### **QUALIFICATIONS:**

#### Experience & Skills:

- 3–5+ years of experience in marketing, communications, content creation, graphic design, or a related field.
- Experience with photography, video, and content capture for digital communications.
- Strong written communication skills with attention to detail.
- Proficiency in Canva and comfort working within established brand standards.
- Experience working in common email marketing platforms (e.g., Mailchimp).
- Ability to manage multiple projects and deadlines in a fast-paced environment.
- Ability to work collaboratively across teams while also managing projects independently.
- Passion for community-centered, mission-driven work.

- Creative, organized, and proactive approach to communication and storytelling.

Additional Experience Preferred:

- Bachelor's degree in marketing, communications, graphic design, or a related field.
- Experience with Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Experience with website content management systems.
- Familiarity with accessibility best practices in digital and print communications.
- Experience working in a nonprofit or community-focused organization.

### **Work Environment & Additional Requirements:**

- Availability to attend approximately 4-6 programs and/or community events on nights and weekends each month to capture content.
- Ability to work in a hybrid environment.
- Reliable transportation and ability to travel locally.

### **COMPENSATION & BENEFITS:**

**Compensation:** \$58,000-\$64,000, commensurate with experience and qualifications.

ASCV offers a competitive salary, health insurance, simple IRA with match, paid time off, a monthly phone stipend, and a collaborative, mission-driven workplace culture.

All offers of employment are contingent upon reference and background checks. ASCV is an equal opportunity employer; we celebrate diversity and are committed to creating an inclusive environment for all employees.

### **HOW TO APPLY**

Please submit a **resume, cover letter and portfolio of work** to **info@ascv.org**. No phone calls, please. Screening of applicants will begin on **June 15, 2026**, and will continue until the position is filled.