

Marketing Coordinator



Classification: Full-time, Exempt

Reports to: Marketing Manager & Chief Marketing Officer

Date: Updated February 2026

Salary Range: \$45,000–\$50,000

Location: Richmond, VA Office (On-site)

Schedule: Monday-Friday, 8:30 am – 5 pm

Who We Are

Comfort Zone Camp (CZC) is a mission-based nonprofit organization dedicated to transforming the lives of children and young adults who are grieving the loss of a loved one.

The Opportunity

We're looking for a creative, agile self-starter who is deeply passionate about mental health and supporting grieving children. This role is perfect for someone who wants to make a real difference in the lives of bereaved families while gaining hands-on experience across digital marketing, fundraising, and nonprofit communications.

As our Marketing Coordinator, you'll work closely with our Marketing Manager and Chief Marketing Officer and assist in executing campaigns (email, text, social and web), manage our digital presence, and ensure our voice reaches the families and supporters who need to hear it. Every email you build, every post you schedule, and every story you share helps connect grieving children with life-changing support.

Why Join Us?

You'll play a key role in helping grieving children and their families access programs that change lives—offering support, hope, and connection.

What You'll Do

Email & Digital Marketing

- Execute email campaigns targeting camper parents, alumni campers, volunteers, and donors
- Manage contacts and segmentation in Mailchimp
- Schedule text messages to engage supporters
- Draft compelling, brand-consistent copy for email, web, social media, and marketing collateral

Social Media & Content

- Draft social media posts across platforms
- Support content curation and community management
- Master and maintain CZC's warm, authentic brand voice
- Help drive engagement with our growing community (59K+ followers)

- Share camper stories and mental health resources in sensitive, impactful ways

Website & Digital Assets

- Update website content, particularly the "In The News" section
- Manage CZC calendar on the website
- Collect and organize camper and parent testimonials
- Create graphics using Canva for various marketing materials
- Edit videos using CapCut or a similar tool

Development Support

- Coordinate marketing materials needed for fundraising events
- Provide administrative and project management support for marketing initiatives
- Draft donor communications and campaign materials

Camp Attendance & Content Creation

- Attend select Virginia-based camps to capture content including photos, video, and camper/volunteer stories
- Support on-site marketing needs and help document camp experiences for use across digital channels
- Ensure photos and videos from the camp weekend are uploaded to and labeled properly in Google Drive

Other Responsibilities

- Attend and assist with development/fundraising efforts and events as requested

What We're Looking For

Must Have:

- Deep passion for mental health, childhood grief support, or related causes
- Proficiency in Canva for graphic design; Adobe Creative Suite experience is a plus
- Video editing skills (CapCut or similar platforms)
- Proficiency with Microsoft Office suite
- Excellent written communication and proofreading skills
- Strong attention to detail and organizational abilities
- Ability to manage multiple projects and deadlines simultaneously
- Self-motivated with ability to work independently and collaboratively
- Sensitivity and emotional intelligence when working with stories of loss and grief
- Commitment to making a tangible difference in the lives of grieving children

Preferred:

- Familiarity with Mailchimp (we'll train the right person!)
- Experience with Facebook Ads

- Previous nonprofit or mission-driven organization experience
- Personal connection to grief support, mental health advocacy, or child development
- A love of camp — bonus points if you've experienced the magic of a camp setting!

Required Experience

Bachelor's degree required, with 1–3 years of professional experience in marketing, communications, or a related field. Experience in a nonprofit, social services, or youth-serving organization is a plus.

Preferred Experience

Marketing or communications experience in a nonprofit, social services, youth development, or youth camp setting.

What You'll Gain

- Opportunity to directly impact the lives of grieving children and families
- Hands-on experience across marketing, fundraising, and nonprofit communications
- Collaborative work environment with a passionate, mission-driven team
- Deep understanding of childhood bereavement and mental health support
- Room to grow and take on increasing responsibility

Additional Information

Work Environment

This job operates in a fast-paced office environment. This role routinely uses standard equipment such as computers, phones, and printers/copiers.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands; and reach with hands and arms. The employee must be able to lift at least 25lbs without assistance.

Position Type/Expected Hours of Work

This is a full-time, on-site position in Richmond, Virginia. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Additional hours may be required to accommodate organizational needs. Attendance at assigned fundraising events is required.

Travel

Travel to select Virginia-based camp weekends is required for this position for content creation purposes. Travel is typically overnight and will primarily concentrate on weekends.

Additional Eligibility Qualifications

Authorization to work without sponsorship in the United States for any employer.

Equal Opportunity

We're an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

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To Apply: Please email your resume and cover letter to jobs@comfortzonecamp.org with the job title in the subject line. This position is open until filled. If you are interested in other opportunities, please visit our [Volunteers page](#).