



Database & Marketing Coordinator Job Description

About Volunteer Alexandria

Volunteer Alexandria (VoALX) inspires people to volunteer, mobilizes community members to meet critical needs, and builds meaningful partnerships across the city. We connect residents with opportunities to serve, strengthen nonprofits, and ensure that neighbors have the resources and support they need.

Position Overview

Small nonprofits often require staff to wear several hats, and Volunteer Alexandria is no exception. The **Database & Marketing Coordinator** is a versatile role that brings together technology, communications, data, and community engagement. This position is a great fit for someone who enjoys both structured, detail-oriented work and opportunities to be creative, solve problems, and try new approaches.

Working primarily independently, the Coordinator manages the tools and communications that connect VoALX with volunteers as well as city and nonprofit partners. The Coordinator assists the team where needed, from supporting special events like the annual Toy Drive to engaging with community members at tabling events and helping advance organizational priorities.

We're looking for someone who has excellent customer service skills; is outgoing, organized, adaptable, curious, and persistent; enjoys figuring things out; is comfortable learning new systems; speaks Spanish; and can look beyond the numbers to understand what they tell us about how effectively we are reaching and engaging our community.

Key Responsibilities

- Manage VoALX's database (Salesforce), maintaining accurate, organized, and usable volunteer and partner information. This includes troubleshooting database issues, using curiosity and persistence to investigate and find solutions.
- Maintain and update the VoALX website year-round and create engaging content for the website and social media.
- Monitor and analyze social media engagement, using Meta Business Suite to track trends and identify opportunities to strengthen our reach and engagement.
- Create newsletter content using Constant Contact and contribute content for local publications and other communications.
- Respond to daily volunteer and partner inquiries by phone and email, providing friendly, responsive customer service.
- Organize engagement data, stories, and testimonials to support impact reports and other organizational communications.

- Prepare and distribute weekly volunteer needs to local media outlets.
- Support the planning and execution of special events and other organizational initiatives.

What we're looking for:

- Comfortable working collaboratively as part of a small team and adapting to changing priorities. Engage with community members, volunteers, nonprofit partners, and community leaders at VolALX and partner events.
- Working in the office at least three days a week. Alexandria resident preferred.
- Bachelor's degree in communications, marketing, public administration, or a related field, **or an equivalent combination of education and experience.**
- 2–4 years of professional experience, ideally in community engagement, marketing, volunteer management, communications, or related field.
- Experience with database systems, with Salesforce experience preferred.
- Technical skills including proficiency with Microsoft Office Suite, creating content using Canva, maintaining a website using a content management system (CMS), and Meta Business Suite
- Excellent written and verbal communication skills and a strong commitment to customer service.
- Self-motivated, organized, and detail-oriented, with the ability to manage multiple priorities independently.
- Comfortable working with data and identifying trends, with an interest in understanding what engagement data tells us about our volunteer and partner networks.
- **Spanish language proficiency is a plus.**

Benefits

- Monthly stipend for health insurance
- Flexible scheduling and work-life balance
- Paid time off (PTO)
- Paid holidays
- Extended paid holiday break between Christmas and New Year's