



Marketing and Communication Director

Organization and Program Description:

Wasatch Community Gardens (WCG) is a community-based, nonprofit organization dedicated to empowering people to grow and eat healthy, organic, local food. Since 1989, we have provided children, adults, and families in Salt Lake County with access to land and education for growing and eating fresh produce, while building and nurturing community connections through gardening and healthy food. We accomplish this through six main programs: Community Garden, Community Education, Youth and School Gardens, Job Training, Advocacy and Justice, and Volunteers.

Overview:

WCG seeks a creative, results-oriented Marketing and Communication Director to build awareness and support for WCG's six programs, ongoing fundraising efforts, community events, 20+ locations, and overall impact across Salt Lake County. The individual in this role manages all of WCG's communications, marketing and public relations functions. Reporting to the Director of External Relations, this individual works closely with all program and department directors to understand and prioritize communication about WCG's mission-driven initiatives.

The Marketing and Communication Director will supervise WCG's Marketing Manager (Media and Design) to provide leadership, strategic vision and direction to WCG's graphic design and social media efforts.

Primary Responsibilities:

Oversee the planning, development and implementation of all marketing and communications, ensuring brand consistency

Marketing and Communications Planning - 20%

- Create and implement annual marketing and communication plan, identifying opportunities to increase WCG's visibility to new and existing target audiences
- Oversee data tracking and reporting via digital systems to measure the reach and engagement of WCG's marketing and communication platforms
- Create and execute marketing plans for WCG's signature events, including Spring Plant Sale, Tomato Sandwich Party and Love Local Holiday Market
- Create and execute marketing plans for WCG's year-round program offerings

E-Newsletters and Other Content Creation - 15%

- Organize and publish FRESH, WCG's monthly e-newsletter, to communicate organization-wide news, impacts and engagement opportunities
- Organize and publish event- and campaign-specific e-newsletters throughout the year
- Work with external videographers and photographers to build photo and video catalogs to support communications channels (website, social media, communications campaigns, etc.)

Fundraising/Development Support - 15%

- Collaborate with Director of Individual and Corporate Giving on communications planning, branding, and execution of fundraising campaigns, fundraising events, and donor cultivation
- Share marketing and communication best practices to inform the design and execution of individual and business (sponsorship and corporate giving) donor strategies

- Lead the authorship and publication of WCG's Annual Report in collaboration with program directors and marketing manager
- Ensure donors and sponsors are properly recognized in marketing collateral

Social Media and Graphic Design - 15%

- Provide strategic guidance and content for WCG's social media and graphic design functions, working closely with WCG's Marketing Manager (Media & Design)
- Monitor social media engagement to ensure positive and/or constructive discourse on WCG's channels

Public Relations - 10%

- Develop and maintain relationships with media sources, including building and maintaining WCG's media list
- Author press releases to generate interest in WCG news, events and community impact
- Coordinate media appearances for WCG staff

Marketing Technology: Website Administration and CRM - 10%

- Update WCG's website with news, events and program offerings using Joomla (our content management system)
- Work with program directors to ensure evergreen web content reflects current programming and organizational information
- Work with WCG's external web designers to make major updates to the website to reflect a growing organization
- Use contact relationship management system (CiviCRM) to update contact information, run mailing lists, create groups, etc. for targeted marketing campaigns and mailings

WCG Merchandise - 5%

- Coordinate WCG merchandise and "swag" offerings annually, starting with design and ending with working with external vendors
- Supply WCG staff with merchandise to support program and outreach needs
- Manage merchandise table set-up at events

Budget Management - 5%

- Build and monitor annual budget for all WCG marketing efforts

Additional Responsibilities - 5%

- Attend and actively participate in staff meetings, team meetings, staff workdays and trainings
- Provide onsite support at WCG's Spring Plant Sale, Love Local Holiday Market, and other organizational events as needed
- Plan and execute special marketing and communication projects as required (strategic planning, website redesigns, site signage needs, etc.).

Branding and Organizational Values - Ongoing

- Ensure that WCG's brand is consistently and properly reflected in all marketing and communication efforts across the organization
- Ensure that WCG's food justice and READI (race, equity, access, diversity and inclusion) efforts and values permeate all communications, and consistently work to make strides in this space through participation in WCG's READI Committee(s)

Required Qualifications:

Strong candidates will offer the following skills and experiences:

- Experience creating and implementing highly effective strategic communication plans for an organization
- 5+ years of previous marketing and communication experience
- Experience creating and disseminating printed and digital marketing materials
- Proficiency in Microsoft applications
- Experience working in contact relationship management (CRM) systems

- Experiencing managing website content (preferably with Joomla)
- Understanding of and experience with social media (management or creation)
- Excellent proofreading skills
- Excellent interpersonal and communication skills (written and verbal)
- Excellent critical thinking, interpersonal, time-management, multi-tasking, and problem-solving skills
- Positive and flexible attitude, ability to solve problems creatively, willingness to ask for help
- Access to a smartphone that can monitor and engage with WCG's social media (WCG provides a \$20/month reimbursement)
- Commitment to learning about and practicing anti-racism, inclusion, and equity in food justice
- Valid driver's license

Preferred Qualifications:

- Fluency in Spanish preferred
- Public relations experience
- Public speaking experience
- Bachelor's degree in related field

Hours:

This position is full-time (40 hours per week), with slight variations depending on the season.

Work Environments:

- Office in-person (unless disallowed by public health order/recommendation)
- Wasatch Community Gardens' Campus and farms/gardens
- Event locations

Salary and Benefits:

Compensation will be commensurate with qualifications and experience with a hiring range of \$60,000 - \$63,000, and a growth range of \$60,000-\$75,000. Includes health insurance, Simple IRA, HSA, paid holidays, sick and vacation leave, reproductive health and wellness leave, comp time, and access to garden produce.

To Apply:

Please email the following materials to openings@wasatchgardens.org:

- Resume
- Names, titles, and phone numbers of three professional references
- Short response (one page total) to the following items:
 1. Why are you interested in this position?
 2. What strengths will you bring to our team and this position?

Please put "Marketing & Communication Director in the subject line of your email. Applications will be accepted until 5 pm, Friday, August 9, 2024. **Applications without references and responses to the questions above will not be considered.**

People of color, people with disabilities, veterans, and LGBTQ candidates are strongly encouraged to apply. WCG is committed to providing equal employment opportunities for all employees and applicants for employment based on individual qualifications and without regard to race, religion, gender, age, national origin, mental or physical disabilities, sexual orientation, or any other similarly protected status. It is our policy to comply with all applicable laws governing employment practices and not to discriminate on the basis of any unlawful criteria. WCG values the diverse backgrounds of its employees and works to create an open atmosphere of trust, honesty, and respect. WCG is an equal opportunity employer and does not discriminate in its employment decisions.

This job description is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the job.