



Events & Marketing Coordinator

Organization 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 four main programs: Community Garden, Community Education, Youth and School Gardens, and Job Training.

Job Description

The Events & Marketing Coordinator reports to the Director of Marketing & Communication and is primarily responsible for coordinating and supporting WCG events; planning, designing, implementing and tracking social media campaigns; and assisting with other marketing efforts (including basic graphic design, and photography and video production) where needed. This position will collaborate closely with program and other directors across WCG, depending on the event needs at hand. This position requires prior experience with event coordination, social media strategy, and comfortability with ever-changing technology. It requires strong collaboration skills and attention to detail, as well as strong writing skills and the ability to coordinate multiple projects simultaneously. Candidates fluent in Spanish are highly preferred.

Primary Responsibilities

Event Coordination – 60%

- Serve as lead coordinator for WCG's signature events:
 - Spring Plant Sale
 - Tomato Sandwich Party
 - Urban Garden & Farm Tour

- Support the Director of Individual and Corporate Giving in executing fundraising events:
 - Fundraising breakfast
 - Donor appreciation event
 - Cultivation and other special events

- Work closely with program directors to coordinate and support program-specific events:
 - Community Education Program
 - Community Garden Program
 - Job Training Program
 - Youth & School Garden Program
 - Volunteers & Outreach

- Coordinate Campus tours with program directors
- Promote events in coordination with Director of Marketing & Communication

Social Media – 25%

- Work closely with the Director of Marketing & Communication to develop a comprehensive social media strategy conducive to events, activities, and programming
- Represent brand in a consistent and positive manner across all platforms to ensure brand integrity
- Understand the Key Performance Indicators for each WCG program and represent those indicators through social media presence
- Contact and collaborate with influencers to create engaging campaigns
- Design (using Canva or other tools) and create social media posts and presentation materials
- Monitor our social media channels and engage with our audience to provide consistent messaging in a responsive manner
- Track the performance of campaigns
- Keep up with technologies used in social media and websites
- Use social media marketing tools
- Provide feedback and recommendations to leadership team on how social media strategies can enhance donor, partner, and volunteer activity
- Assist with copywriting
- Track social media analytics and engagement and provide regular updates on how the organization is trending
- Manage paid digital ad campaigns for social media

Miscellaneous Marketing Needs – 10%

- Support Director of Marketing & Communication with any marketing collateral needs, including basic graphic design needs (using Adobe Creative Suite)
- Assist Director of Marketing & Communication with capturing, editing, and cataloging photos and video

Additional Responsibilities – 5%

- Participate in staff meetings, retreats, work days, and trainings
- Track and prioritize tasks
- Data collection for events and social media

Qualifications

Required Experience

- Experience coordinating events of varying sizes, and seeing them through from inception to completion
- Experience planning, designing, implementing and tracking social media campaigns for Facebook, Instagram, Twitter, LinkedIn, YouTube and others
- Proficiency using Canva or other design platforms to create engaging social media collateral
- Proficiency designing and editing collateral using Adobe Creative Suite
- Excellent writing and proofreading skills
- Experience capturing, editing and sharing videos for YouTube and other channels
- Commitment to learning about and practicing anti-racism, inclusion, and equity in food justice
- Positive and flexible attitude, ability to solve problems creatively, willingness to ask for help
- Valid driver's license

Other Preferred Experience

- Fluency in Spanish highly preferred
- Bachelor's degree in marketing, communications or social media; demonstrated experience also considered
- Proficiency in Microsoft Office Suite, comfortable using Gmail and Google calendar

Hours

This position is full-time (40 hours per week). Schedule varies throughout the season.

Location

Salt Lake City, Utah

Salary and benefits:

Compensation will be commensurate with qualifications and experience. Salary range for this position is \$36,000-\$40,000. Includes health insurance, SIMPLE IRA, HSA, paid holidays, sick and vacation leave, and access to garden produce.

To Apply

Please send 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?
 3. Provide links or handles to social media accounts you have coordinated.

Please put "Events & Marketing Coordinator" in the subject line of your email. Applications will be accepted until 5 pm, Monday, January 3, 2022. **Applications without references and responses to the questions above will not be considered.**

Applicants must submit to and clear a background check.

People of color, people with disabilities, veterans, and LGBTQ candidates are strongly encouraged to apply. Wasatch Community Gardens 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.