

Community Engagement & Marketing Coordinator

Job Summary:

The Community Engagement & Marketing Coordinator is a full-time non-exempt position that reports to the Development Manager and works in collaboration with programing, event, and volunteer service teams. They are responsible for increasing awareness, visibility, and community engagement with the Sacramento LGBT Community Center. This position plays an integral role in developing brand-consistent content and managing communication channels; maintaining good stakeholder relations; and supporting development activities.

Essential Functions:

- Community Engagement: Build relationships with and inspire community members and organizations to work collaboratively with the Center to improve the wellbeing of the Sacramento region's LGBTQ community
- Communications & Marketing: Create written and visual content for constituent, stakeholder, media, and donor communications, coordinate brand consistency, and manage digital communications channels
- Stakeholder Relations: Maintain communication with and seek partnership opportunities with LGBTQ and allied organizations including 3rd party fundraising prospects
- Development: Assist the development team with fundraising campaigns, events, annual appeals, online fundraising, and 3rd party activations

Key Responsibilities:

- Manage the Get Centered Program, including tours of the Center, ambassador cultivation, follow up calls to guests, and mission focused event planning
- Develop and ensure consistency in the Center's publicity, marketing, branding, fundraising and training materials
- Research, write, and edit content for the Center's print and online publications, collateral, annual community impact report, and digital channels
- Develop content and manage engagement strategies for the Center's social media channels (Facebook, Twitter, Instagram, LinkedIn, Google+, and YouTube)
- Develop and implement a successful strategy to maximize \$10,000 per month Google Grant AdWords campaign
- Represent and speak on behalf of the Center in various public venues
- Develop graphic art and video assets necessary for successful communication campaigns, program marketing, and fundraising
- Capture photos and video at events and programs; maintain digital archives
- Maintain online Center and comprehensive LGBTQ community events calendar
- Draft Center news releases, fact sheets, and opinion pieces

- Draft or edit letters, appeals, and other written communications from the development team
- Supervise interns and volunteers
- Support the development team, Board of Directors' External Affairs Committee, and event committees as needed

Desired Qualifications:

- 2-4 years relevant experience in public relations, marketing, community organizing, campaign management or related field
- BA/BS or master's degree in a relevant field preferred; 5 years directly relevant experience may be substituted for educational background
- Superior persuasive writing and oral presentation skills
- Strong, demonstrated experience writing press statements and external communications with respect to political, legislative and civil rights issues
- Ability to work collaboratively and professionally with stakeholders, volunteers, community members, and donors
- Ability to ensure accuracy and quality in all materials and reports
- Proficient computer skills and experience with Office 365 including Outlook, Word, Excel, and PowerPoint
- Demonstrated technical expertise with digital marketing tools including applications such as WordPress, MailChimp, Google AdWords, and a variety of social media platforms
- Graphic design skills including experience with Adobe Creative Suite is strongly preferred
- Comfort with CRM database administration (i.e. Raiser's Edge)
- Thrives in an entrepreneurial environment.
- Spoken and written fluency in Spanish preferred
- Flexibility to work evenings and weekends as required.
- The person in this position may be required to sit or stand for extended periods, maneuver tight storage space, move objects up to 50 pounds, ascend/descend stairs, operate computers, copiers, and other office equipment, open and close filing cabinets and boxes, observe visitors, and communicate messages and tone by telephone.
- Offers of employment may be contingent on satisfactory results of a criminal history background check.
- Understanding of LGBT, social justice and civil rights policy issues preferred; a passion for the Center's mission and work to create a region where LGBTQ people thrive is essential

Compensation:

- Full-time, non-exempt
- \$17 per hour
- Monthly stipend to assist with health coverage
- Paid vacation, sick time, and holidays
- Parking



- Annual professional development opportunities

To Apply:

Go to SacCenter.org/careers for additional details. Please submit 1) cover letter, 2) resume, AND 3) a writing sample such as a blog post, op-ed, or persuasive writing piece, not to exceed 500 words, in Microsoft Word or PDF format describing a community-based program or campaign. The post can be based on a real or imagined (but believable) experience. Submit materials by email to jobs@saccenter.org with the position title in the subject line. No phone calls or in-person applications please.

About the Organization:

The Sacramento LGBT Community Center works to create a region where LGBTQ people thrive. We support the health and wellness of the most marginalized, advocate for equality and justice, and work to build a culturally rich LGBTQ community.

Position is located in Sacramento, CA.

Equal Opportunity:

The Sacramento LGBT Community Center is an Equal Opportunity employer. We actively seek applications from all persons regardless of their race, color, ancestry, religious creed, national origin, sex, sexual orientation, gender identity, gender expression, medical/physical/mental condition, HIV/AIDS status, pregnancy/childbirth and related medical condition, age, marital status, or veteran status.

