

POSITION: Community Engagement & Marketing Coordinator
REPORTS TO: Annual & Corporate Giving Director
STATUS: Non-Exempt, Full-Time
COMPENSATION: DOE \$16-18 per hour
BENEFITS: Employer sponsored benefits package; Paid Holidays, Sick, and Vacation; Parking; Professional Development Opportunities
LOCATION: Sacramento, CA

JOB SUMMARY:

The Community Engagement & Marketing Coordinator is a full-time non-exempt position that reports to the Annual & Corporate Giving Director and works in collaboration with programing, event, and volunteer service teams. They are responsible for supporting our work to increase awareness, visibility, and community engagement with the Sacramento LGBT Community Center. This position plays an integral role in supporting brand-consistent content and producing content for our digital communication channels; maintaining good stakeholder relations; and supporting other 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 Community Engagement Program, including leading tours of the Center, ambassador cultivation, follow up calls to guests, and mission focused and Vision of Equality fundraising Luncheon event planning (50 percent of position)
- Developing and managing all communications and marketing efforts for events, including Sacramento Pride.
- 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 provide 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
- Vet media inquiries and pitch news outlets for Executive Director and other designated spokespeople
- Supervise interns and volunteers
- Support the development team, Board of Directors' External Affairs Committee, and event committees as needed

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change, or new ones may be assigned at any time with or without notice.

REQUIREMENTS, QUALIFICATIONS, AND EXPERIENCE:

- 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 Microsoft 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.
- Understanding of LGBT, social justice and civil rights policy issues preferred
- Spoken and Written Fluency in Spanish preferred

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.

EQUAL OPPORTUNITY:

The Sacramento LGBT Community Center is proud to be an equal opportunity employer. People of color, women, persons with disabilities, and persons who are lesbian, gay, bisexual, transgender, non-binary, or intersex are encouraged to apply. The Center maintains a policy of non-discrimination with respect to employees and applicants for employment. No aspect of employment will be influenced in any matter by race, color, religion, sex, age, national origin, marital status, ethnicity, religion, sexual orientation, gender identity and/or expression, physical disability (including HIV or AIDS), medical/mental condition, perceived physical disability or veteran status, or any other basis prohibited by statute.

TO APPLY:

Email a cover letter and resume as attachments to jobs@saccenter.org with the position title in the subject line; or submit a cover letter indicating the position you are applying for and application/resume to 1927 L Street, Sacramento, CA 95811. For more information visit saccenter.org/careers. No phone calls please.

