

**POSITION:** Communications & Marketing Manager  
**REPORTS TO:** Chief Development & Donor Engagement Officer  
**STATUS:** Full-Time  
**COMPENSATION:** DOE \$40,000 - \$58,240 Annually  
**BENEFITS:** Employer sponsored benefits package; 401k; Paid Holidays, Sick, and Vacation; Parking; Professional Development Opportunities  
**LOCATION:** Sacramento, CA

### **JOB SUMMARY:**

The Communications & Marketing Manager is responsible for creating and implementing communications strategies to raise awareness and increase engagement with the Sacramento LGBT Community Center. The person in this role works collaboratively with executive, development, program, and operations teams to design, produce, and distribute marketing materials and content for all of the Center's communication channels. They support event and fundraising efforts to achieve development goals. They manage the Center's online presence and serve as a liaison to news media and maintain excellent relationships with community stakeholders. This is a full-time position that reports to the Chief Development & Donor Engagement Officer.

### **ESSENTIAL FUNCTIONS:**

- 1) Communications Strategy: Develop and manage integrated media strategy to broaden the reach of center programs, fundraising capacity, and public awareness of the Center's community impact and manage rapid response to crises as needed.
- 2) Digital & Print Communications Management: Effectively manage the creation and distribution of engaging content across the Center's platforms including its printed collateral, website, email, text, social media channels.
- 3) Event and Program Support: Develop and implement engaging marketing strategies to support all of the Center's programs and events.
- 4) Stakeholder Relations: Maintain communication with and seek partnership opportunities with LGBTQ and allied organizations including 3<sup>rd</sup> party fundraising prospects.
- 5) Development: Assist the development team with fundraising campaigns, events, annual appeals, online fundraising, and 3<sup>rd</sup> party activations.

### **General Duties:**

- 1) Develop and maintain a thorough understanding of the organization's history, vision, and current programming.
- 2) Research, write, and edit content for the Center's print and online publications, collateral, annual community impact report, and digital channels.
- 3) Ensure consistency in the Center's publicity, marketing, branding, fundraising and training materials.
- 4) Develop and manage a team of interns and volunteers to support communications and marketing functions.
- 5) Attend staff meetings and event committee meetings.

### **Communications Strategy & Media Relations:**



- 1) Lead coordination of communications and media strategies, develop detailed plans for execution including contingencies to mitigate risk.
- 2) Ensure that Center branding and voice is consistent across all mediums and materials.
- 3) Manage and continuously update organization's press list.
- 4) Develop and maintain relationships with journalists and freelance writers.
- 5) Draft news releases, fact sheets, and opinion pieces.
- 6) Pitch media outlets for coverage of public statements, programming, and events.
- 7) Vet media inquiries for the CEO and other designated spokespeople.
- 8) Draft media talking points.
- 9) Monitor local, state, and national news for coverage relevant to Center programs, advocacy initiatives, and the LGBTQ community.
- 10) Collect, catalogue, and share media clips of Center coverage.

#### **Digital & Print Communications Management:**

- 1) Write and copy edit content for constituent, stakeholder, media, and donor communications.
- 2) Create and edit graphic art and video assets necessary for successful communication campaigns, program marketing, and fundraising.
- 3) Manage the Center and Sacramento Pride websites to ensure all content is current and continuously refreshed.
- 4) Draft and send weekly updates, newsletters, calls to action, and development emails.
- 5) Manage the Center's websites and social media channels and work to increase reach and engagement across all platforms including Facebook, Twitter, Instagram, LinkedIn, Meetup, and YouTube.
- 6) Develop and implement engaging content for all of the Center's social media channels, monitor content for compliance with policies, and manage comments and direct messages.
- 7) Develop and implement a successful strategy to maximize and leverage \$10,000+ per month Google Grant AdWords campaign.
- 8) Capture photos and video at events and programs; maintain digital archives.

#### **Event Marketing & Program Support:**

- 1) Maintain online Center and comprehensive LGBTQ+ community events calendar.
- 2) Develop event specific community marketing and media outreach plans for each of the Center's signature events including Sacramento Pride.
- 3) Execute event advertising strategies that drive attendance and achieve fundraising goals.
- 4) Generate and manage on-site earned and real-time social media coverage of events and programs.
- 5) Collaborate with program staff to develop program outreach plans and collect client impact testimonials.
- 6) Collaborate with the Director of Advocacy & Training to develop and execute community organizing strategies and public education campaigns.

#### **Stakeholder Relations:**

- 1) Develop and maintain relationships with local LGBTQ+ community and allied organizations.
- 2) Facilitate recognition of funder and community partnerships and ensure compliance with contract publicity requirements.
- 3) Serve as an organization representative and speak on behalf of the Center in various public venues, on Center tours, and in front of employee and volunteer groups.
- 4) Coordinate community-based initiatives as assigned.



- 5) Support the development team, Board of Directors' External Affairs Committee, and event committees as needed.

**Development:**

- 1) Draft or edit letters, appeals, and other written communications from the development team.
- 2) Help design and implement digital fundraising campaigns with the development team.
- 3) Design, implement, and manage 3<sup>rd</sup> party and passive fundraising efforts.

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.

**QUALIFICATIONS AND EXPERIENCE:**

- 1) Passion for the Center's mission and work to create a region where LGBTQ people thrive and a commitment to follow all policies and procedures of the organization.
- 2) Experience working with the LGBTQ+ community and familiarity with issues of particular relevance to LGBTQ+ people, social justice and civil rights policy issues is preferred.
- 3) Entrepreneurial passion for learning and adaptability in a fast-paced environment working independently and as part of a team.
- 4) Experience coordinating communications planning and media outreach.
- 5) Strong writing and copy editing skills, with demonstrated experience writing for advocacy (Op-Eds, press releases, speeches) and persuasive storytelling (annual reports, donor appeals, calls to action).
- 6) Excellent research skills and an ability to quickly synthesize information into talking points.
- 7) Ability to build relationships with and work collaboratively with internal and external stakeholders, government officials, volunteers, community members, and donors.
- 8) Ability to ensure accuracy and quality in all materials and reports.
- 9) Demonstrated experience using technology and data to drive marketing strategies and achieve results.
- 10) Graphic design skills including experience with Adobe Creative Suite is strongly preferred.
- 11) Photography/Videography skills and experience editing short form videos is strongly preferred.
- 12) Comfort with CRM database administration (i.e. Raiser's Edge) is preferred.
- 13) Spoken and written fluency in Spanish is preferred.
- 14) Experience recruiting and mentoring teams of less experienced staff, interns, or volunteers.

**REQUIREMENTS:**

- 1) BA/BS or master's degree in a relevant field preferred; 5 years directly relevant experience may be substituted for educational background.
- 2) Minimum of 2-years (4 years preferred) relevant experience in public relations, marketing, community organizing, campaign management or related field.
- 3) Advanced proficiency working with Microsoft Office software including Outlook, Word, Excel, PowerPoint, Teams, OneDrive
- 4) Demonstrated technical expertise with digital marketing tools including applications such as WordPress, MailChimp, Google AdWords, and a variety of social media platforms and aggregators such as Buffer/Hootsuite
- 5) Availability: this position requires a flexible schedule to accommodate coverage of events and programs that occur in the evening and on weekends.



- 6) 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 office equipment, audio/visual equipment, open and close filing cabinets and boxes, observe visitors, and communicate messages by telephone and video conference.
- 7) Access to reliable automobile transportation with a valid driver's license and proof of insurance is required.
- 8) Offers of employment may be contingent on the satisfactory results of a criminal history background check.
- 9) Employees must be legally permitted to work in the United States.
- 10) The Sacramento LGBT Community Center is a drug free workplace, employees may be subject to a drug test.

**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](mailto: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 1015 20th Street, Sacramento, CA 95811. For more information visit [saccenter.org/careers](http://saccenter.org/careers). No phone calls please.

