



WCG Marketing Manager (Media & Design)

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: Advocacy & Justice, Community Garden, Education, Job Training, Volunteers, and Youth and School Gardens.

Position Overview:

The Media & Design Manager reports to the Marketing & Communication Director and works with this director to coordinate all graphic design and social media needs for WCG. This position works closely with WCG's program and departmental staff to design marketing collateral — both hard copy and digital — for WCG's organization-wide programming. This position is also responsible for capturing and editing social media content, and planning and rolling out that content in accordance with WCG's voice and brand. The Media & Design Manager will also assist the Marketing & Communication Director with select marketing projects as needed.

Primary Responsibilities:

Social Media - 40%

- Work with the Marketing & Communication Director to develop a comprehensive social media strategy to promote WCG's events, activities and programming
- Gather, organize and create social media content from concept to approval, using copyrighting, graphics, photos and videos across various social media channels (most notably Facebook, Instagram and YouTube)
- Build and maintain social media schedule/calendar in coordination with the Marketing & Communication Director, and work with all WCG programs and departments to build and schedule content
- Monitor WCG's social media channels and engage with our audience to provide consistent messaging in a responsive manner
- Understand the Key Performance Indicators for each WCG program and represent those indicators through social media presence
- Represent WCG's brand in a consistent and positive manner across all platforms to ensure brand integrity
- Contact and collaborate with community partners to create engaging campaigns
- Keep up with social media technologies and trends
- Provide feedback and recommendations to leadership team on how social media strategies can enhance donor, partner, and volunteer activity
- Track social media analytics and engagement and provide regular updates on how the organization is trending

- Manage paid digital ad campaigns for social media
- In all communications, recognize varied audience needs to create inclusive and accessible messaging

Design - 30%

- Create print and digital collateral responsive to needs across the organization, supporting all programs and departments (including fundraising, outreach and events), under supervision of the Marketing & Communication Director and following WCG's branding and style guidelines
- Use various graphics tools (Canva, Adobe Creative Suite, social media) to create design collateral
- Create design and sub-branding for WCG's signature events (Spring Plant Sale, Tomato Sandwich Party, Love Local Holiday Market), including suites of materials that span printed collateral, digital marketing and social media
- Create layout for Wasatch Community Gardens' printed Annual Report, and explore a redesign and dynamic digital version for web display
- Work with Marketing & Communication Director and program directors to create, update and print signage for WCG's locations (including Campus, community gardens, and farm sites)
- Tailor all design collateral to meet the standards set forth in WCG's branding and style guidelines
- Work with print vendors to price out and create hard copy materials

Photo Capture and Editing - 10%

- Capture video and photo content from programming across the organization to support WCG's marketing and communications efforts
- Edit photos for sharing on social media platforms
- Maintain archive of videos and photos

E-Newsletters and Other Content Creation - 5%

- Organize and publish FRESH, WCG's monthly e-newsletter, to communicate organization-wide news, impacts and engagement opportunities

WCG Merchandise - 5%

- Oversee WCG merchandise inventory and organize collections, and work with product suppliers to order merchandise as needed
- 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

Marketing Technology: Website Administration and CRM - 5%

- 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

Additional Responsibilities - 5%

- Coordinate Spanish translation of printed and digital collateral as needs demand, working with external vendors

- Participate in trainings, staff meetings, department meetings, and other committee meetings as needed
- Participate in WCG Signature events and general staff responsibilities
- Take on other position-related duties as needed

Qualifications:

- 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
- Experience in graphic design, photography, and videography for digital media use
- Proficiency designing and editing print collateral using Adobe Creative Suite
- Excellent writing and proofreading skills
- 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
- Proficiency in Microsoft applications
- Access to a smartphone that can support a social media-focused job (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 highly preferred
- Bachelor's degree in marketing, communications or social media; demonstrated experience also considered

Work Environments:

- Office in-person (unless disallowed by public health order/recommendation), with the option for occasional remote work
- Wasatch Community Gardens' Campus, community gardens and farms
- Event locations

Hours:

This position is full-time (40 hours per week), flexible schedule, some evenings and weekends.

Salary and Benefits:

Compensation will be commensurate with qualifications and experience with a range of \$45,000-\$50,000 and a growth range of \$45,000-\$55,000. Employment includes health insurance, 401K with match program, HSA, paid holidays, sick and vacation leave, Reproductive Health and Wellness Leave, 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 Manager (Media & Design)" in the subject line of your email. Applications will be accepted until 5pm on Friday, May 16th. **Applications without references and responses to the questions above will not be considered.**

Final candidates may be asked to submit to and clear a background check.

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.