



Events and Outreach Manager

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 six main programs: Community Garden, Education, Youth & School Garden, Job Training, Advocacy & Justice, and Volunteer.

Job Description

WCG has an immediate need for an Events and Outreach Manager. The Events and Outreach Manager reports to the Director of External Relations and is responsible for managing and supporting WCG's events – from large organization-wide events to smaller program-specific events – and managing WCG's outreach efforts. This position will collaborate closely with program and other directors across WCG, depending on the event or outreach needs at hand. This position requires prior experience with event coordination, strong collaboration and communication skills, excellent organization skills, attention to detail, comfortability with managing large projects and teams, grace under pressure, and the ability to coordinate multiple projects simultaneously.

This is a fast-paced position that will at times require events preparation and support outside of regular business hours. Candidates fluent in Spanish are preferred.

Primary Responsibilities

Event Management – 75%

- **WCG's Signature Events**
 - Serve as lead manager and primary point-of-contact for WCG's signature organization-wide events, both in the months leading up to the events, days of the events, and post-event:
 - Spring Plant Sale
 - Tomato Sandwich Party
 - Love Local Holiday Market

- Manage multiple staff planning committees needed to execute these events to ensure all event functions are handled.
 - Coordinate event space reservations and supply orders, working with WCG partners and outside vendors.
 - Work with WCG's External Relations Team to develop strategies to maximize event attendance and engagement, and to develop event signage.
- ***Fundraising and Donor Cultivation Events***
 - Support the Director of Individual Giving and Sponsorship & Corporate Giving Director in executing fundraising events:
 - Fundraising breakfast
 - Donor appreciation events
 - Cultivation and other special events
 - Other/new events as requested by the directors
- ***Program-Specific Events***
 - Work closely with program directors to coordinate and support program-specific events, working with the following programs:
 - Education Program
 - Community Garden Program
 - Job Training Program
 - Youth & School Garden Program
 - Volunteer Program
 - Advocacy & Justice Program
- ***Event Space Rentals***
 - Manage booking, support and facilitation of 3rd party events held at Wasatch Community Gardens' Campus
 - Serve as WCG staff contact for 3rd party visitors before, during, and after events. Onsite staffing during 3rd party rentals is required.
 - Ensure proper rental procedures are followed during events, and ensure cleanliness of WCG's space and that supplies are properly stocked.
- ***Event Preparation, Execution and Post-Event Clean-up***
 - Manage and actively participate in preparation of spaces for events (e.g., tables, signage, lighting, garden pathway clean-up, etc.).
 - Manage and actively participate in event take-down and clean-up.
 - Support directors in event preparation and post-event clean-up (e.g., name tags, table settings, tidying of spaces, etc.).

Event Process Documentation and Data Tracking – 10%

- Maintain standard operating procedures (SOPs) and event project plans for all WCG signature and fundraising events, and program events as needed.

- Track event data, including attendance, as needed by WCG's External Relations Team.
- Work with event teams to collect post-event feedback.

Outreach Management – 10%

- **Manage WCG's outreach efforts**
 - Delegate outreach opportunities to appropriate programs and staff members.
 - Provide support to staff members and events needing outreach materials.
 - Work with WCG's marketing team to identify and create new outreach materials.
- **Outreach strategy and tracking**
 - Maintain tracking sheet of WCG's outreach efforts.
 - Identify outreach opportunities for WCG to proactively pursue.

Additional Responsibilities – 5%

- Participate in staff meetings, retreats, work days, and trainings.
- Serve as the staff point person for WCG's Education Cottage (including the commercial kitchen) and hold staff accountable for maintaining supplies and space cleanliness.
- Prepare annual Events & Outreach budget.
- Identify new opportunities for WCG to engage community members at its locations.
- Maintain event supplies inventory.

Qualifications

Required Experience

- Experience coordinating events of varying sizes – including large events – and seeing them through from inception to completion to post-event.
- Experience creating standard operating procedures (SOPs) and event project plans.
- Proficiency in Microsoft Office Suite; comfortable using Gmail and Google calendar.
- Experience working with and reporting to multiple teams simultaneously.
- Comfortability with a fast-paced environment and managing multiple deadlines.
- Excellent organizational skills.
- Excellent verbal and written communication skills, and comfortable communicating with large groups and a variety of colleagues and community members.
- Positive and flexible attitude, ability to solve problems creatively, willingness to ask for help.
- Must be able to stand, walk, reach and lift (tables, etc.) for several hours at a time.
- Commitment to learning about and practicing anti-racism, inclusion, and equity in food justice.
- Valid driver's license.

Other Preferred Experience

- Fluency in Spanish preferred.

Hours

This position is full-time (40 hours per week). Schedule varies throughout the season. Before and after-hours availability will be expected as necessary in the days leading up to events, on the day of events, and during 3rd party event space rentals.

Location

Salt Lake City, Utah

Salary and benefits:

Compensation will be commensurate with qualifications and experience. The hiring pay range is \$44,000 - \$46,000, based on a 40-hour work week. The salary growth range for this position is \$44,000 - \$50,000. 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 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?

Please put "Events and Outreach Manager" in the subject line of your email. Applications will be accepted until Wednesday, November 27, at 5 pm. **Applications without references and responses to the questions above will not be considered.**

Applicants must be willing to submit to and clear a background check.

People of color, people with disabilities, veterans, and LGBTQ candidates are 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.