

Marketing & Communications Coordinator

Employer: Guadalupe Center

Department: Development

Location: 1385 N 1200 W, Salt Lake City UT 84116

Job Type: Full Time, In-Person

Pay Range: Annual Salary \$45,000-\$50,000 DOE

Guadalupe Center seeks an enthusiastic Marketing & Communications Coordinator dedicated to Transforming Lives Through Education. This is a full-time, in-person position, Monday through Friday and may include occasional nights and weekends. This position is a vital part of the development team and will focus on advancing the mission of the organization while elevating the school's presence online, on social media, and in the community. This dynamic role involves the implementation of marketing, public relations, advertising, and promotional strategy for the organization.

RESPONSIBILITIES

Key duties included, but are not limited to the following:

Marketing

- Maintain and develop Guadalupe Center's website. www.guadschool.org
- Develop and implement long-term brand management, marketing, and social media strategies
- Manage content creation and scheduling of social media posts and monthly newsletters
- Media relations activities including drafting press releases and media alerts, maintaining media contact lists, and participating in strategic communication efforts
- Event support
- Photography and videography
- Graphic design and asset creation

Brand Management and Graphic Design

- Maintain a thorough understanding of Guadalupe Center's brand guidelines
- Design and develop collateral materials for school staff, fundraising campaigns, website and social media content, and other Development activities using Canva and Adobe Creative Suite

Communication

- Manage Guadalupe Center email communications with content, design, layout, and list management

PREFERRED QUALIFICATIONS

- Bachelor's degree in marketing, communications, public relations, or a related field. In lieu of a degree, 3+ years of relevant experience may suffice
- 2+ years of marketing and communications experience

- Proficiency in Google Suite, Canva, Adobe Creative Suite including Photoshop, InDesign and Illustrator. Experience with design for print and electronic media required.
- Knowledge of traditional and digital marketing, and social media strategies. Must have social media and web site content management experience with understanding of Facebook, Instagram, Twitter, YouTube, and Google Analytics.
- Excellent writing, communication, and presentation skills
- Excellent project management skills, able to meet tight deadlines and juggle multiple projects
- Excellent interpersonal skills to professionally represent Guadalupe School at community and social events
- Ability to work collaboratively, give & receive feedback, and possess a willingness to learn

About Guadalupe Center

Guadalupe Center is a licensed 501(c)(3) nonprofit organization in Salt Lake City, Utah that exists to transform lives through education. We offer personalized academic education, life-skills learning, and wrap-around services in one place—for Salt Lake's immigrant, refugee, and impoverished children, parents, and adult learners. For nearly six decades, we've been A Place to Learn, Belong, and Thrive.

Compensation & Benefits

Salary is commensurate with education and experience; salary range \$45,000 - \$50,000.

To Apply

Submit your cover letter, resume and 3 professional references to Colleen Baum colleen.baum@guadutah.org.