



Digital Marketing + Events Manager JOB DESCRIPTION

BACKGROUND

Denver Urban Gardens (DUG) is a 501(c)(3) organization dedicated to preserving and expanding urban green spaces while sharing knowledge and resources to grow food in community. We are seeking a **full-time Digital Marketing + Events Manager** who is passionate about gardening, education, community-building, sustainability, food justice and climate action.

The **Digital Marketing + Events Manager** will play an active role in DUG's digital marketing communications, as well as plans community and fundraising events to execute DUG's strategic goals. The role oversees all of DUG's digital channels, creating and posting relevant content, and acting as a liaison to our digital ambassadors. The role also ensures successful execution of virtual and in-person community and fundraising events throughout the year by overseeing them end-to-end, including location, event logistics, budget, volunteer coordination, and event measurement/reporting.

We are looking for a flexible, self-starter individual who enjoys working in a dynamic team environment, is passionate about effective and equitable approaches to learning and teaching, and embraces the value of community and cultivating relationships with people from a variety of backgrounds and lived experiences.

ESSENTIAL JOB DUTIES

This position reports to the Director of Marketing and Communications.

Digital Marketing: 50% of time

- Curate DUG's social media, blog, YouTube and Mighty Networks content based on DUG's content pillars—ensure that new and consistent information (videos, article links, stories, events, programs, courses) is posted regularly
- Track, measure, and take strategic actions to increase the level of online engagement within channels over time
- Write, edit and post blog articles for News, Educational Resources, Faces of DUG, etc.
- Develop and send digital newsletters for departments
- Identify and curate digital ambassadors and share out relevant content and cross-promote content

Events: 50% of time

- Support with and execute organization-wide events working alongside the Director of MarComm, Director of Development, and other team members including the DUG Corps

- Responsible for budgeting and event logistics, coordinating with vendors, overseeing volunteers, acting as liaison for partners and sponsors, etc.

REQUIRED SKILLS, EXPERIENCES + QUALIFICATIONS

- 2-3 years of experience managing multiple social media accounts
- Strong writing skills and a keen editing eye, with experience creating blog posts, newsletters, and other marketing assets
- Familiarity with digital marketing tools such as WordPress, Mailchimp, Canva, Hootsuite
- 2-3 years of experience organizing events, including overseeing budget, vendors, logistics, etc.
- Ability to work evenings and weekends as fundraising meetings and events require
- A growth mindset, willing to learn and take initiative to get the job done
- Able to work collaboratively in a small, scrappy team
- Strong problem solving skills with a high degree of flexibility and adaptability as a self-starter
- Excellent interpersonal skills, ability to effectively and respectfully work with and interact with diverse community members
- Experience with Google Workspace and Excel
- Demonstrate a commitment to diversity, equity, and inclusion through continuous development, modeling inclusive behaviors, and proactively managing bias

OTHER USEFUL SKILLS IF YOU HAVE THEM

- Salesforce experience
- Proficiency in Spanish and/or other languages of Colorado's diverse communities
- Knowledge and/or experience with food systems and food access
- Garden or urban farming education and experience

COMPENSATION + BENEFITS

Starting compensation is \$50,000, full-time exempt, fully benefited position based on experience and skill set. Benefits include paid holidays, vacation, and other personal time off, as well as generous employer-sponsored health and dental insurance plans.

DUG offers professional learning opportunities in Horticulture, Urban agriculture, Food Access, Health & Wellness, Climate Action, Community Garden Building & Education, Community Garden Establishment and Support, and School Gardens.

HOW TO APPLY

Please send your resume and a brief cover letter or portfolio to jobs@dug.org with **Digital Marketing + Communication Manager** in the subject line.

Application closing date: **January 3rd, 2021**

DUG centers equity as one of its [organizational values](#), and we value diversity — in backgrounds and in experiences. We believe food is a universal right, and we need people from all backgrounds and swaths of life to help build the future of our food system.

We are an Equal Opportunity Employer and our staff are people with different strengths, experiences and backgrounds, who share a passion for improving people's lives. Diversity not only includes race and gender identity, but also age, disability status, veteran status, sexual orientation, religion and many other parts of one's identity. All of our employee's points of view are key to our success, and inclusion is everyone's responsibility.

Thank you for your interest in our organization and community.