Bilingual Digital Content Manager
JOB DESCRIPTION

BACKGROUND

Denver Urban Gardens (DUG) is a 501(c)(3) organization nationally recognized as a leader in creating sustainable community gardens. DUG was founded in 1985 to support local neighborhoods in establishing food-producing community gardens and has expanded into nutrition education and training programs, school partnerships and work in food access.

DUG’s mission is to provide the access, skills and resources for people to grow healthy food in community and regenerate urban green spaces.

Our vision is a sustainable urban future where people are deeply and directly connected to the earth, each other, and the food they eat.

Our values are to: Earn TRUST | Demonstrate INTEGRITY | Embrace EQUITY | Build COMMUNITY | Inspire CURIOSITY

DUG is seeking a full-time Bilingual (English-Spanish) Digital Content Manager who is passionate about creating content and storytelling around gardening, community-building, sustainability, food justice, and climate action.

We’re looking for a special someone with both skills and heart, an Earth-lover whose interests align with our mission and who can take our content and social channels to the next level.

REQUIRED SKILLS, EXPERIENCES + QUALIFICATIONS

- Write, film, and edit engaging educational and promotional content across the DUG website, blogs, marketing materials, and social media platforms
- Work collaboratively with team and community members to research, understand, and inform topics related to DUG’s impact areas
- Manage DUG’s social media platforms, posting content, engaging with community members, monitoring engagement, and overseeing DUG’s ambassador program
- Work collaboratively with DUG staff to produce newsletters and other digital communications for various audience segments
- Establish connections with community members, identify their needs, and recommend new content ideas
- Assist with the design of promotional materials
- Translate written educational content from English to Spanish (and vice versa)
PREFERRED SKILLS, EXPERIENCES + QUALIFICATIONS

- Good knowledge of who DUG is, what DUG does, and why our work matters
- 2+ years experience in content creation, social media, blog writing, and videography
- Strong understanding of content marketing best practices + trends
- Experience creating video content
- Experience or good understanding of influencer marketing
- Familiarity with a variety of industry platforms and tools, including Mailchimp, Canva, G Suite, Adobe, and Salesforce
- Above-average proofreading abilities and a strategic editing eye
- Able to read, write, speak, and edit with near-native proficiency in both English and Spanish

Candidates must live in the metro Denver area and be able to travel to our extensive DUG network for in-person events as needed. We welcome and encourage historically underrepresented voices to apply.

This position reports to the Director of Marketing and Communications

COMPENSATION + BENEFITS
Starting compensation is $50,000 - $65,000. This is a full-time, non-exempt, fully benefited position based on experience and skill set. Benefits include a flexible work schedule, paid holidays, vacation, a generous ‘trusted time off’ paid time off policy, as well as generous employer-sponsored health/dental insurance plans and retirement plans.

DEPARTMENT: Marketing + Communications/Operations

HOW TO APPLY
Please send your resume, portfolio, and a brief cover letter which includes a link to a compelling piece of content you saw (and loved!) in the last week to Niko Kirby, Director of Marketing to Jobs@dug.org. The application period closes on October 6th, 2023.

EQUITY STATEMENT
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.