

Organization: Arrive Utah

Title: Marketing and Communications Specialist

Salary and Benefits: \$ 18.50+/hour, \$38,000-\$45,000 (depending upon experience and portfolio)

Full-time; Benefits Package

Job Summary:

The Marketing and Communications Specialist will manage Arrive Utah's website and online tools; design digital and print marketing materials; manage email marketing, funding database, and other marketing campaigns; manage social media; and other related marketing and branding activities.

Arrive Utah

Arrive Utah is committed to creating and improving poverty alleviation systems in order to help all families thrive. Arrive Utah leads a statewide Circles network, is a regional hub for Circles USA, and engages new communities and companies who invest and commit to solutions that help all families thrive. Staff size is under 10 people.

Primary duties include but are not limited to:

- Contribute to strategic planning of all marketing and communication efforts, as well as organizational strategic planning
- Ongoing website management
- Manage and create content for all Arrive Utah's social media accounts
- Create, develop and/or edit various media, including: illustrations, photographs, motion graphics, layouts, and web graphics. Incorporating ADA accessibility into designs and ideas
- Design digital and print marketing materials; including brochures, reports and digital ads
- Serve as the main contact for all web, print and media vendors
- Lead project management for marketing and online projects or campaigns
- Produce photo or video content for online distribution
- Contribute creative and professional writing
- Manage email marketing and funding database; manage marketing emails
- Consult and train local clients (Circles Chapters, nonprofits and communities) about online marketing tactics

Additional skills, abilities and other:

- Ability to bridge class lines between low, middle and upper income sectors
- Ability to develop a supportive, empowering culture for diverse members of the community
- Maintain a positive work atmosphere by behaving and communicating in a manner that fosters good relations with stakeholders, clients, co-workers and supervisors
- Treat partners, co-workers and the public in a respectful and courteous manner at all times
- Provide for the confidentiality of all services and communications, both written and verbal
- Ability to stay relaxed in the face of other people's distress
- Ability to provide one's own reliable transportation
- Strong organizational skills in managing complex tasks with autonomy
- Excellent verbal and written communication skills



- Basic understanding of design and layout
- Ability to work a flexible schedule, primarily business hours; office is a shared workplace with entire team
- Consistent work attendance
- Ability to write and speak passionately on ending poverty and current policies affecting low-income families.

Education and experience:

- Four-year degree in Marketing, Graphic Design, Communications, Public Relations or Advertising
- Minimum of two years' experience working in Communications, Marketing, Social Media or Graphic Design fields

-- Or combination of the above stated education and experience, paid or non-paid 4+ years—

- Experience designing brochures, reports, online content and info graphics
- Experienced in managing websites and social media accounts required; Facebook Business Manager and Facebook Ad Manager preferred, not required
- A proficient working knowledge to create digital and print materials using Adobe design products (InDesign, Photoshop, Illustrator and Acrobat) is required. Office computer is a PC
- Ability to record video, take still photos, and edit both in Adobe programs is required.
- Proficient with Microsoft Office Programs (especially Word and Excel)
- Proficient with Google Suite, preferred
- Experience working with low-income families and community services preferred

This job description is not intended to be all-inclusive and employee will also perform other reasonably related business duties as assigned by supervisory personnel.

To apply email a complete application packet. Required items listed below:

1. Complete the following application documents for Arrive Utah found online at:
<https://www.arriveutah.org/careers>
 - a. AU Job Application Narrative Sheet
 - b. AU Reference Release Form
2. Send a current resume with at least two work references (contact information included)
3. Send a portfolio of sample writing and design projects. **Application packet MUST include one sample Facebook OR Instagram post you create for “Arrive Utah” based on our brand style. Please review our social media accounts to familiarize yourself with our brand style.**
4. Please **email** all required documents in PDF format to Jen Nibley at jen@arriveutah.org -with the subject: Marketing and Communications Specialist Application, [Your Name].

Job candidates must complete and email job application packet, including all required documents. Position is open until filled.

This job description is not intended to be all-inclusive and employee will perform other reasonably related business duties as assigned by supervising personnel. Arrive Utah is an Equal Opportunity Employer.

