



Communications Associate

Job Announcement/Description

Location: Sacramento, CA

Department: Communications & Public Affairs

Reports To: VP Communications & Public Affairs

Employment Status: Full-Time

Salary/Wage: \$50,000-\$60,000 annually based on experience

*Greater Sacramento Urban League is an Equal Opportunity Employer. We invite all qualified individuals to apply to join us in achieving our community empowerment agenda in the Greater Sacramento region by submitting a resume and cover letter to: careers@gsul.org. The priority deadline for this position is **March 3, 2023**. Applications will be evaluated as they are received. Interviews may occur ahead of the priority deadline. People of color, women, and individuals who live in or are familiar with the culture, people, and climate of the Oak Park neighborhood are particularly encouraged to apply.*

ABOUT US

The Greater Sacramento Urban League (GSUL) has been committed to empowering communities and changing lives in the Sacramento region since 1968. Over the years we have assisted tens of thousands of Sacramentans to increase their educational opportunities, gain meaningful employment, strengthen their financial well-being, and work together to build communities where all children, youth, and families can live well, be well and thrive.

GSUL's empowerment agenda has five pillars:

- **Civic Engagement and Leadership Empowerment:** Empowering all people to take an active role in determining the quality of life, public policy, and leadership in their community service and leadership development.
- **Civil Rights and Racial Justice Empowerment:** Promoting and safeguarding our civil rights by actively working to eradicate all barriers to equal participation in all aspects of American society, whether political, economic, social, educational, or cultural.
- **Economic Empowerment:** Empowering all people in attaining economic self-sufficiency through job training, employment, homeownership, entrepreneurship, and wealth accumulation.
- **Education and Youth Empowerment:** Ensuring that all of our children are well educated and prepared for economic self-reliance in the 21st Century.
- **Health and Quality of Life Empowerment:** Working to build healthy and safe communities to eliminate health disparities through prevention, healthy eating, and fitness, as well as ensuring complete access to affordable healthcare for all people.

JOB DESCRIPTION SUMMARY

Greater Sacramento Urban League is seeking a talented marketing professional to fill the role of Communications Associate. The individual in this position will develop communications and marketing collateral, including corporate materials, videos, social media posts, and web content. The ideal candidate will be deadline-oriented, experienced in issues management, and a skilled storyteller of nuanced narratives shared with multiple audiences across multiple platforms. This position is a valued team member in the Communications & Public Affairs department.

RESPONSIBILITIES:

- Develop, implement, and track marketing programs such as email communications, social media, or digital campaigns, and events
- Collaborate with other internal teams (e.g. product and sales) to develop and monitor strategic marketing initiatives
- Analyze and report on the performance and efficiency of campaigns
- Manage social media platforms and post content across all organizational social channels including LinkedIn, Facebook, Instagram, and Twitter
- Conduct market research and analyze trends to identify new marketing opportunities
- Develop and create marketing materials, such as organization collaterals and programmatic materials, while ensuring brand guidelines are met
- Write, proofread, and edit creative and technical content across different mediums
- Work with external agencies and vendors to execute marketing program and document client interactions in a clear and concise manner

EDUCATION AND EXPERIENCE

- Bachelor's degree in business administration, marketing, communications, public relations or a related field
- 2-5 years of experience in marketing, communications, and media relations
- Experience in social media management for organization/brand
- Strong knowledge of various marketing and analytics tools such as Canva, Mailchimp, WordPress, Marketo, Google Analytics, CRM systems (e.g. Salesforce), and content management systems
- Experience with the Adobe Creative Cloud Suite (Photoshop, InDesign, Illustrator, etc.)
- Ability to tailor content according to audience and social medium
- Excellent analytical skills
- Strong written and verbal communication skills
- Skilled in writing and editing content with an attention to detail
- Strong prioritization, organization, and project management skills
- Ability to travel as necessary

COVID-19 VACCINE CERTIFICATION REQUIREMENT

GSUL requires all new employees to be immunized against COVID-19. Candidates advancing in the GSUL hiring process should be prepared to comply with this requirement