

Position Open Until Filled: Director of Marketing & Community Engagement

Position Details

Location: Salt Lake City, Utah*

FLSA Status: full-time salary, exempt

Reports to: Executive Director

**Due to the collaborative nature of this position and Spy Hop's work, this position is in-person; remote candidates cannot be considered.*

Spy Hop seeks a highly organized, creatively-minded, experienced leader to join its team as the Director of Marketing and Community Engagement. This position reports directly to the Executive Director, is part of the leadership team, and is a thought leader in the areas of creative youth development, media arts, brand identity, DEIB/antiracism, and community relations and engagement. This position collaborates with Spy Hop's development and program teams to develop, plan, and implement all of Spy Hop's marketing, communications, and community relations strategies to expand the reach of and strengthen the credibility and effectiveness of Spy Hop. This position is critical to the success of Spy Hop's Strategic Plan and oversees a marketing team of two, including the Digital Marketing Coordinator and Graphic Designer. The Director of Marketing and Community Engagement will have demonstrated experience leading teams and managing complex projects, has been involved in strategic planning, has past experience establishing partnerships with community organizations, and has engaged in DEIB/antiracism and/or social justice work.

Duties and Responsibilities:

Marketing and Communications

- Develops and oversees the implementation of a comprehensive marketing & communications plan using a DEIB mindset.
- Develops and oversees the Spy Hop brand, and sub-brands, including establishing standards to protect them and how the organization's brand family is implemented and used in marketing and communications campaigns.
- Provides art direction and final approval on all marketing and communications collateral distributed by the organization.
- Works with the Leadership Team (Executive Director, Associate Director, Education Director, Development Director and Finance Director, Director of Marketing and Community Engagement) and Board of Directors to develop and implement the organization's strategic plan and annual work plan, including identifying annual strategic marketing, communications, and public relations priorities that are aligned with Spy Hop's commitment to antiracism and DEIB.

- Oversees the Graphic Designer and Digital Marketing Coordinator to ensure successful implementation of the communications plan (print, online, social media, email, web content, community presentations, press relations, screenings, events, programs, etc.).
- Collaborates with all department leads (development, programming, Phase 2 Productions, Spy Hop Rooftop) to develop specific marketing and/or fundraising campaigns to ensure desired goals and/or outcomes are achieved.
- Responsible for creative and editorial direction, design, production, and distribution of Spy Hop's Annual Report and other program-related publications.
- Provides co-leadership and input on all Spy Hop events and ensures they are marketed and promoted successfully.
- Oversees the effectiveness of marketing and communications systems and procedures, including the organization's communication tools (email, social, texting), social media sites, and website.
- Keeps informed of developments and trends in the fields of marketing, communications, graphic design, public relations, not-for-profit management and governance, and the youth media and creative industry fields.
- Develops and manages marketing budget(s), recommending necessary adjustments to align with strategic goals and priorities on an annual basis.

Website & Distribution

- Oversees Spy Hop's website, microsites, and all social media channels to ensure the accuracy and appropriateness of information and communications in accordance with the vision, mission, and strategic goals of the organization.
- Oversees and manages the contracted web developer, implementing strong project management skills and oversight of all major website projects.
- Collaborates with the Digital Marketing Coordinator to implement effective distribution strategies to share youth-produced media on relevant social media platforms and distribution channels.

Community Engagement

- Assists in the strategic planning and implementation of outreach efforts.
- In collaboration with staff members and the Leadership Team, cultivates relationships with key program, outreach, and business partners through the lens of Spy Hop's DEIB goals.
- Collaborate with development and programming teams to cultivate and steward corporate and creative industry relationships.
- Cultivate and manage media relations with local, regional, and national press, ensure regular contact with target media, and write press releases as appropriate.
- Ensure articulation of the organization's desired brand (image and position), including consistent messaging and communication, in alignment with Spy Hop's commitment to DEIB and antiracism.

Qualifications

- Bachelor's degree in Marketing & Communications or arts-related field.
- Minimum 7-10 years of demonstrated experience in marketing and leadership, preferably within the non-profit sector.
- Experience leading and managing a team.
- Excellent people and presentation skills.
- Strategic thinker with demonstrated strategic planning and implementation experience.
- Proficiency in Microsoft Office applications, email software, CRM systems, and social media platforms.
- Ability to work in a fast-paced, highly collaborative (sometimes stressful) environment necessitating qualities such as cultural awareness, integrity, humor, team-building, and conflict management skills.
- Exceptional leadership skills, group facilitation skills, and written and oral communication skills.
- An innovative, self-motivated individual who possesses a passion for Spy Hop's mission and an ability to persuasively convey that passion.
- Proficiency in graphic and web design, including use of Photoshop, Illustrator, and WordPress a plus.
- Familiarity with and interest in progressive education and the youth media arts field a plus.

About Spy Hop: Spy Hop is an award-winning, nonprofit youth media arts and educational enrichment center founded in 1999 and located in downtown Salt Lake City. Our mission is to mentor young people in the digital media arts to help them find their voice, tell their stories, and to effect positive change in their lives, their communities, and the World. We envision a world in which all young people have the skills and mindsets necessary to succeed and that their voices are heard and valued as conduits of change in their communities.

Spy Hop's in-school, after-school, and youth-in-care programs take place in dynamic studio environments where young people of all backgrounds engage in the production of their own narratives and solutions to the challenges they face.

Our Commitment to Antiracism: We believe that anti-racism is the process of becoming aware of and acknowledging the impact of racial oppression within our current social, political, and institutional systems while actively and intentionally working in the community to replace those systems with pedagogies, policies, and practices that lead to collective liberation – the truth that none of us are free until all of us are free.



As an antiracist organization, Spy Hop is committed to changing the systems of oppression that disproportionately impacted many of our students and their communities. Spy Hop's antiracism practices are rooted in hope, action and accountability, and the belief that collective liberation is truly possible.

Our Culture: We celebrate a culture at Spy Hop that is a fun, dynamic, evolving ecosystem; one that nurtures the vibrant, creative, individuality of youth and staff by communicating openly, honoring our multiculturalism, and affirming our intergenerational wisdom in such a way that all participants within the ecosystem have the capacity to thrive.

Equal Opportunity Employer: Spy Hop is committed to fostering a diverse and equitable environment in which all staff can excel regardless of race, ethnicity, age, faith, gender identity, sexual orientation, and ability. People of color, women, individuals with disabilities, and veterans are encouraged to apply. Due to the highly collaborative nature of this position, COVID-19 vaccination is strongly encouraged.

Compensation & Benefits: Salary Range - \$60,000 - \$70,000, commensurate with education and experience. Optional tiered benefit package starts with 50% health, dental, and vision, 3% IRA match, 20 days PTO, 14 paid holidays, 7 wellness/sick days, and a professional development stipend.

To Apply: Please email resume, cover letter, and 3 references with the subject line: Director of Marketing and Community Engagement: {Your Name} to:

Kasandra VerBruggen
Executive Director
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