



POSITION: Content Coordinator

Position Details:

Location: Salt Lake City, Utah*

FLSA Status: full-time salary, exempt

Reports to: Director of Marketing and Community Engagement

**This position is in-person due to the collaborative nature of Spy Hop's work; remote candidates cannot be considered.*

Job Description:

Spy Hop is on the hunt for a digital storyteller who knows how to stop the scroll, someone who can turn everyday moments into content people can't help but watch, like, and share.

We're looking for a Content Coordinator to help bring the energy, creativity, and impact of Spy Hop to life across our digital platforms. This is a role for someone who's excited to create, experiment, and connect. Someone who sees content not just as posts, but as a way to build community and tell meaningful stories.

Reporting to the Director of Marketing and Community Engagement, this person will collaborate across programs and teams to uncover what's happening inside Spy Hop and translate that into engaging, strategic content that drives awareness, participation, and pride in our work.

You'll thrive in this role if you're equal parts creative and curious: someone who loves making things look and feel great, but also wants to understand what's working, why it's working, and how to do it even better. From social media and email campaigns to content production and analytics, you'll play a key role in shaping how people experience Spy Hop from the outside in.

This is an ideal opportunity for someone early in their career who's ready to grow, take ownership, and help build something meaningful.

Duties and Responsibilities:

Create and Manage Content

- Produce original visual content—short-form video and stills—that captures Spy Hop's mission and energy.
- Write copy for social media posts, email campaigns, blog articles, and website pages.
- Develop and maintain a content and communications calendar aligned to Spy Hop's marketing, enrollment, and fundraising goals.
- Manage digital asset library for use across owned channels and upload student work to platforms as necessary

Manage social platforms

- Manage and grow Spy Hops presence across Instagram, LinkedIn and TikTok.
- Build and schedule social media campaigns that drive organic growth, engagement, and community building.
- Stay on top of platform trends, and algorithm shifts to keep Spy Hop's presence strong and relevant.

Measure & Refine

- Analyze performance data across social and email channels to measure what's working and to refine what isn't.
- Report on campaign results and make data-informed recommendations to the marketing team.

Collaborate across the organization

- Partner with marketing and all departments at Spy Hop to surface stories worth telling and to translate program work into meaningful content

Qualifications:

- A passion for digital media and creative expression
- A passion for positive youth development and arts education for young people
- 1-2 years proven experience creating and publishing content for social media
- Proficient with implementing, managing and evaluating digital media campaigns
- Experience building and iterating social media content strategies
- Proven experience using social media platforms including but not limited to Facebook, Instagram, YouTube, Twitter, LinkedIn, TikTok, and Google Suite
- Passion for developing stories and innovative content
- Proficient in Adobe Creative Suite and Google Suite
- Strong project management skills
- Excellent writing and language skills
- Strong attention to detail
- Able to work independently and meet tight deadlines
- Able to pass a background check



Compensation & Benefits

Salary: Commensurate with education and experience; salary range \$35,000 - \$40,000. Optional tiered benefits package starts with 50% health, dental, and vision, 3% IRA match, 20 days PTO, 15 paid holidays, 7 days wellness/sick. Spy Hop is committed to its employees' professional growth and development and, as such, offers paid time off for employees to attend conferences, trainings, and other activities to support them in their positions.

Spy Hop is an equal opportunity employer 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.

How to Apply: No phone calls, please. Email your resume, and cover letter to: marketing@spyhop.org

About Spy Hop: Spy Hop is a highly effective, 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 media arts to help them find their voice, tell their stories, and effect positive change in their lives, communities, and the World. Spy Hop's programs occur in dynamic studio environments where young people of all backgrounds produce their own narratives and solutions to their challenges. Our afterschool and community programs in film, audio, design, and music are a model for positive youth development programs nationwide.

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 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 impact 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.

Visit spyhop.org for further information.