

Community Engagement Director

Location: Utah Pride Center - Salt Lake City, Utah

Term: Full-Time

Schedule: Weekdays with evening & weekend hours required

Salary Range: \$70,000 - \$75,000 with excellent benefits (Medical Insurance, 401K Match)

Reports to: Chief Executive Officer

About Utah Pride Center:

The Utah Pride Center (UPC) has served the Salt Lake City area for more than 29 years. We are the largest LGBTQ+ community organization in Utah. Our mission is to unite, empower, and celebrate our LGBTQ+ community by providing a welcoming and safe place for education, partnerships, services, and events that advance our collective health, wellness, and success.

Job Summary:

Join an exciting, engaging Center that seeks to provide a high level of professional community-focused services and resources to the LGBTQ+ communities of Utah. This position will further develop our capacity to serve our diverse LGBTQ+ community. This role will regularly guide Utah Pride Center tours for community members and partners, public officials, donors, and sponsors. The role's focus will be to strengthen and foster strong collaboration, communication, and partnership with other non-profit organizations and community agencies, particularly those serving LGBTQIA+ and BIPOC communities. Alongside community partners, this role will also steer the planning and execution of joint fundraising events that extend the reach of UPC. This role will also serve on a events planning and management team in the planning and execution of UPC-initiated community events to oversee community partner participation. This individual will also serve as the primary point person in developing and maintaining the Utah Pride Center social media image, promotion, and engagement.

Primary Job Duties:

Tabling:

- Create and maintain community partnerships by attending and tabling community events (e.g., street fairs, festivals, farmers markets, health fairs/mobile clinics, conferences/symposiums).
- Recruit and train a team of volunteers to table at community events throughout Utah.
- Develop opportunities for tabling/engagement that grow partnerships and enhance the reach of UPC to rural areas and marginalized/underserved communities.
- At the direction of the CEO, travel to various locations throughout the state to support or attend UPC and/or partner-organized events.



Community Outreach Duties:

- Facilitate community engagement opportunities with business and social groups.
- Third Party Volunteer Opportunities: Connect our volunteer program with other organizations across Utah seeking to volunteer (e.g., ERG groups) or who need volunteers (e.g., Red Cross).
- Build partnerships with local businesses, community organizations, government agencies, public officials, universities, and grassroots LGBTQIA+ and BIPOC organizations that enhance funding opportunities and/or further access to UPC's lifesaving services and programs to new audiences.

Community Event Duties:

- Serve as a leading member of the UPC's events (e.g., Pride, Road Rally, donor/sponsor focused events) planning and management team.
- Develop and maintain community partner involvement with UPC events (and vice versa).
- Participate in steering committees for planning and execution of sponsored and partnered events.

Tours of UPC Campus Duties:

- Schedule and lead tours of UPC in coordination with the CEO.
- Coordinate room reservation requests to ensure availability for community groups, tours of the UPC, and meetings with community partners.

Center Staff (Team Members) Engagement Duties:

- UPC Programs and Services: Coordinate with the Programs, Development, and Operations Teams to connect them with volunteers and interns for their work.
- Publish weekly emails to all UPC team members with community engagement updates and upcoming events.
- Organize activities and communications that build UPC team camaraderie and morale.

Resource Link Duties:

- Develops and documents an electronic library of community resources for local/national services.
- Updates and maintains UPC 211 information.
- Creates and maintains a network of LGBTQ+ and BIPOC non-profit and grassroots organizations.

Marketing and Messaging Duties:

- Manage and respond to social media messages and comments.
- Develop partnerships that provide promotional items and experiences as part of campaigns to increase community engagement via social media or incentivize volunteer engagement.



- Curate and roll out social media branding templates.
- Content creation for images and captions posted to all UPC social media accounts.
- Design and execution of agreed social media branding.
- Hootsuite management for scheduling of posts.
- Work with senior leadership to develop "Live" social media streams and/or Podcasts to engage with the community virtually.
- Lead a team that develops our policies, procedures, and guidelines for our online and social media messaging.
- Coordinate the general UPC social media messaging with the Web Manager.
- Manage the UPC information line and social media to ensure that individuals reaching out to the UPC are referred to the correct individual(s)/department(s).
- Coordinate the advertising, promotion, and recruitment for UPC events and task-specific volunteer/intern opportunities.

Community Engagement Focused on Rural Communities:

- Assist and be visible with other Pride and partner events/fundraisers throughout Utah, particularly in historically and geographically underserved communities.
- Serve on and/or supports steering committees for other Pride and BIPOC events throughout Utah to offer event planning and related assistance.
- When approved by the CEO, provide sponsorship funds, required documents, UPC logo, and clear partnership expectations.

Community Engagement Focused on Marginalized/Underserved Communities:

- Recruit and build partnerships with organizations that serve intersectionally marginalized and historically underserved portions of Utah's diverse LGBTQ+ community. Recognizing and building efforts to fill the gaps in resources for LGBTQ+ individuals of marginalized communities.
- Design and implement initiatives to reach new groups and communities unfamiliar with the Utah Pride Center.
- Build partnerships with organizations that serve or offer resources to LGBTQ+ individuals to ensure that access and resources are shared and accessible by LGBTQ+ members of marginalized communities.
- Form and build an advisory committee to ensure efforts align with UPC's commitment to intersectionality and anti-racism while ensuring equitable access to UPC programs and services.

Preferences for Candidates:

- Strong knowledge of LGBTQ+ communities and issues; high sense of responsibility and commitment to UPC mission.
- Demonstrated ability to work with a diverse staff in a multicultural environment, including a depth of understanding and commitment to anti-racism and intersectionality.
- BS/BA degree or equivalent related work experience.



- Driver's license and reliable transportation required.
- Experience in event planning.
- Experience with social media engagement.
- Detail orientated with strong communication and interpersonal effectiveness skills.
- Excellent written and oral communication and presentation skills.
- Spanish speaking a plus.
- Flexible schedule: the ability to work evenings and weekends.

Utah Pride Center (UPC) is a proudly queer, anti-racist, affirmative action employer. Our commitment is to provide and sustain a diverse work environment that reflects the community we serve. All employment decisions at UPC are based on professional needs, job requirements, and individual qualifications, without regard to race, color, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, HIV status, sexual orientation, gender identity and expression, marital, civil union or domestic partnership status, past or present military service, family medical history or genetic information, family or parental status, or any other status protected by the laws or regulations of Utah. Candidates for employment at Utah Pride Center should be aware that this is a unique work environment in which topics of sexuality, sexual orientation, and gender identity are an integral part of our day-to-day community interactions. Individuals who are uncomfortable with such topics, discussions, and the occasional related graphic representations may choose not to work at UPC.

To learn more about our lifesaving programs and services, visit our website at utahpridecenter.org.

Email resume and cover letter stating why you want to work at the Utah Pride Center and why you would be the best fit for this position to hr@utahpridecenter.org. In the subject line, please put **"Community Engagement Director – YOUR NAME."**

Applications that do not follow the above will not be considered. No phone calls, please.
Applications close November 30, 2021.

