



Coordinator, Marketing & Communications

Society for Advancement of Chicanos/Hispanics and Native Americans (SACNAS) is the largest multicultural and multidisciplinary STEM diversity organization in the country. [SACNAS](#) is an inclusive organization dedicated to fostering the success of Chicanos/Hispanics and Native Americans, from college students to professionals, in attaining advanced degrees, careers, and positions of leadership in STEM. SACNAS serves over 8,000 members and has 118 student and professional chapters throughout the United States and Puerto Rico. SACNAS influences a larger STEM community of over 25,000 through outreach, advocacy, and production of the [National Diversity in STEM Conference](#).

The **SACNAS Coordinator, Marketing & Communications** provides creative and administrative support to the External Relations team, ensuring the successful execution of communications campaigns across social media, website, email marketing, print, and more. The ideal candidate for this position is someone with a creative eye, a self-motivated attitude, a sense of what makes content engaging, and an ability to balance critical data analysis with brilliant storytelling abilities. We are a passionate group of professionals who live and breathe the values of SACNAS, and we're seeking team members who similarly care about issues of diversity, equity, and inclusion in STEM.

The Coordinator reports to the Manager, Marketing & Communications. This is a full-time, exempt position, which can be performed remotely.

Duties and responsibilities:

- Collaborate with Programs and External Relations departments to execute marketing campaigns for various events, programs, and initiatives across all communications channels (social media, website, email), in alignment with organization mission, vision and overall marketing strategy
- Liaise with other departments regarding upcoming and ongoing marketing campaigns and attend interdepartmental meetings as needed on behalf of the Manager, Marketing & Communications
- Create visually compelling and well-designed graphics for marketing collateral with a cohesive aesthetic across all platforms (social media, websites, email, etc)
- Edit video/audio content for YouTube, Apple Podcasts, and other media
- Oversee community and content on social media platforms, including scheduling posts, monitoring feeds, copywriting for posts and replies, and identifying key influencers and/or opportunities for potential partnerships
- Maintain and coordinate marketing assets for partner campaigns including, but not limited to, ads for the SACNAS Career Center, sponsored programs and webinars, and conference-related deliverables
- Maintain detailed records of marketing analytics and compile performance reports for Staff and Board of Directors
- Assist with minor website copy/graphics edits
- Occasional data entry/organization tasks as needed
- Other duties as assigned

Desired Technical Skills and Experience:

- 2-3 years of experience in a digital marketing, design, or communications focused role
- Graduated with a degree in communications/marketing, science communications, graphic design, community studies, or related fields (students in STEM fields welcome to apply!)

- Proficiency with Microsoft Office suite, and a familiarization with Microsoft Teams tools preferred
- Basic experience with Adobe Suite (InDesign, Photoshop, Illustrator, Premiere) and Canva.
- Basic knowledge of layouts, typography, line composition, color, and other graphic design fundamentals.
- Knowledge of video editing (Adobe Premiere preferred) and audio editing.
- Strong creative and analytical skills.
- Motion graphics experience not required, but HIGHLY desirable.
- Ability to communicate in non-technical terms with individuals with varying degrees of technical experience & comfort level, particularly through email correspondence.

Work Location and Salary:

- Remote or in Santa Cruz, CA
- Expected starting salary is \$55,000

Benefits:

- Health, dental, vision, acupuncture, chiropractor & life insurance plans
- 401 Retirement
- Professional Development Support
- Generous PTO & Paid Holidays

Application Process:

Please provide a resume, a cover letter highlighting minimum and desired qualifications, and three professional references. All materials must be submitted to be considered. Application materials should be submitted through [this form](#). Position will remain open until filled.

If you have any questions, please email jobs@sacnas.org.

EEO Statement

It is the policy of SACNAS not to discriminate against any individual employee, group of employees or prospective employee for reasons of race, color, religion, creed, gender, gender identity, gender expression, national origin, sex, pregnancy or related medical conditions, age, marital status, ancestry, sexual orientation, physical or mental or sensory disability, genetic information, military status or any other consideration protected by applicable federal, state or local laws.

SACNAS is committed to providing equal opportunities in all employment-related activities including, but not limited to: recruiting, hiring, advancement, compensation, training, benefits, transfers, and terms of employment. SACNAS promotes equal opportunities for all employees and applicants for employment. Further, SACNAS will fully comply with all applicable equal employment federal, state and local laws and regulations.