**JOB ANNOUNCEMENT: DIRECTOR OF COMMUNICATIONS STRATEGIES**

***Dynamic Opportunity to Build the Movement   
for Economic and Racial Justice in the East Bay***

For more than 20 years, East Bay Alliance for a Sustainable Economy (EBASE) has been advancing economic and racial justice by building an inclusive economy in the East Bay-based on good jobs and healthy communities. We address the root causes of injustice, including white supremacy and corporate control, by developing strategic alliances among residents, workers, and people of faith to build power and win systemic change. We develop leadership and capacity of Black and Brown communities, low wage workers, and tenants through our campaigns. We have an effective and seasoned staff, and engaged board committed to a bold vision of economic and racial justice and a transformational approach to organizing that creates strong solidarity among people of color, women, immigrants, and queer folks. EBASE is a founding member of the Partnership for Working Families national network.

**Position Summary**

EBASE seeks a motivated, creative, and highly relational Director of Communications Strategies to lead all communications, media, and online strategies for the organization and our campaigns. The Director of Communications Strategies develops compelling narratives and utilizes effective methods to share our campaign messages and our broader vision for justice. The Director of Communications Strategies will work closely with EBASE's campaigns and fundraising teams to develop and execute social media, earned media, and digital organizing strategies, and manage our organizational communications. The Director of Communications Strategies may supervise interns and vendors providing specific services to EBASE and reports to the Executive Director.

**Responsibilities**

**Campaign Communications and Digital Organizing**

The Communications Director will work closely with EBASE's campaigns teams and coalitions to:

* Identify and develop communications strategies that advance campaign goals (i.e., earned media, social media, and digital organizing), influence decision-makers, reach our community, and shape the debate.
* Create compelling campaign-specific messaging and branding. Support campaign staff in developing campaign materials, logos, and online presence.
* Manage creative content creation to advance EBASE campaign messages and uplift the voices of affected communities and allies, including graphics, photographs, and videos.
* Document and support EBASE actions by sharing promotional material before, during, and after events and coordination live stream.
* Oversee coordination of earned media for campaign events and rallies, including advisories, pitching and preparing materials and spokespersons, and responding to reporter inquiries.
* Develop grassroots leaders, allies, and staff as spokespeople to share stories and deliver compelling messages.
* Partner with campaign teams to identify and test text-based communication platforms and develop strategies to reach community members.

**Social Media and Communications Infrastructure**

* Develop social media strategies and execute plans to support EBASE campaigns and organizing goals. Coordinate digital actions such as Twitter storms or thunderclaps by creating toolkits and coordinating with ally organizations.
* Work with teams to develop creative content. Manage the creation, scheduling, and regular publishing of high-quality content across social media platforms.
* Oversee and manage all EBASE and EBASE campaign social media accounts. Use metrics and data to drive social media strategy, tactics, and messages.
* Manage and maintain EBASE's website and coordinate requesting, creating, editing, and publishing content. Track, synthesize, and report on critical metrics to shape strategy.
* Oversee coordination of EBASE's e-blast communications to support EBASE campaigns, solidarity support to allies, and organizational priorities.

**Organizational Communications**

* Participate in organizational planning and coordinate communications efforts to support organizational objectives. Partner with senior staff to create and maintain an overarching organizational narrative, ensuring a unified articulation of EBASE's work.
* Monitor regional and national press for relevant stories and hooks and timely coordinate responses to emerging media opportunities. Help position EBASE as "go-to" source for media on our issue areas.
* Support EBASE fundraising team in developing compelling narratives for events and appeals.
* Help develop and maintain the quality and consistency of EBASE's brand, credibility, and voice throughout all external communications.
* Manage relationships and projects with communications vendors, consultants, and contractors.

**Organizational Development and Culture and Personal Administration**

* Participate in weekly staff meetings, internal training, all-staff meetings, and retreats.
* Contribute to fundraising activities, including event planning and implementation, grassroots donor outreach and appreciation, etc.
* Support EBASE's "all hands-on deck" culture in which both campaign and development staff request active participation from all staff during critical moments of work. It may include attending community mobilizations, participating in voter outreach, making grassroots fundraising asks, or other activities. Approximately 1-2 activities/month.
* Maintain personal organization. Complete reimbursements, timesheets & lobbying reports.

### **Experience and Qualifications:**

Experience in communications within advocacy, organizing, and campaigns, 5 – 7 years. Ability to coordinate multiple projects, advance EBASE's movements, and increase our visibility and voice.

**Required qualifications**

* Excellent communications skills, both interpersonally and in writing, and ability to write and edit in a clear and compelling style and accurately distill complex concepts to clear, persuasive prose.
* Expertise using social media platforms and strategies and digital organizing tools to influence decision-makers, reach our community, and shape the public discourse.
* Excellent organizational skills and ability to prioritize and lead multiple projects, activities, and actions with competing deadlines and levels of urgency. Ability to balance short and long-term objectives, details with the big picture.
* Work well across teams and independently, bringing grace, humor, and a can-do attitude.
* Demonstrated commitment to economic and racial justice; experience working with low wage workers, tenants, and low-income communities of color preferred.

**Desired qualifications**

* Experience with earned media and pitching stories to journalists
* Experience in campaigns to support workers' rights, tenant rights, and racial justice is highly desirable.
* Skilled in developing creative content for online platforms.
* Political understanding of East Bay cities and region.

If you don't meet all the criteria above but still feel your experience could be a good fit for the role, please apply. We recognize that candidates who don't check every box can add value to our team.

### **Work Environment:**Like all EBASE staff, this position will generally work from home during shelter-in-place. In the future, this position will be based out of the Downtown Oakland office.

### **Compensation and Benefits:** This position's salary range is between $60,000-$70,000 (depending on experience), and an annual cost of living adjustment depends on budget. EBASE contributes 3% - 6% of employee salary towards the 401(k)-retirement plan and provides additional benefits valued at roughly $25,000 per year. It includes fully paid employee health insurance (medical, chiropractic, and acupuncture), generous vacation, sick leave, personal days, and holidays, and training and professional development opportunities. EBASE provides an excellent working environment that encourages teamwork and recognizes high-quality work. This position is part of a bargaining unit represented by CWA Local 9415.

### **How to Apply:** To apply, please email a cover letter, resume, and three references to Kate O'Hara, Executive Director, at search@workingeastbay.org. Please include 1-3 samples of your communications work. Please send documents in Adobe pdf format, with "Director of Communications Strategies" in the subject line.

Preference to applications received by February 5, 2021. The position will be open until filled.

EBASE is an affirmative action employer and strongly supports the social goals of affirmative action. Therefore, we make special efforts to recruit individuals from historically underrepresented groups in professional environments or suffer broader societal discrimination.