



EAST BAY ALLIANCE FOR A SUSTAINABLE ECONOMY **Building Power With Community, Workers & People of Faith**

JOB ANNOUNCEMENT: COMMUNICATIONS COORDINATOR

*Dynamic Opportunity to Join the Movement for Economic Justice,
Racial Justice, and Resistance in the East Bay*

East Bay Alliance for a Sustainable Economy (EBASE) has an 18-year track record of 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 by developing strategic alliances among residents, workers and people of faith to build power and create change with low-income workers and people of color. We have an effective and seasoned staff and engaged board that are 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, queer folks, among others.

EBASE is working to grow the Bay Area's economic abundance and create safe, healthy communities that embrace the humanity of all people – honoring our full experience and developing our brilliant minds, compassionate hearts, and divine spirits. Even in these challenging times, we believe that the greatest defense is offense; EBASE has led our communities to not only resist, but also to build local power and advance policies that begin to reclaim our cities, our workplaces and our democracy. We are heartened by our recent victories for good jobs, sanctuary cities and workplaces, and racial justice in Oakland and Concord as we deepen our regional impact and build a strong movement for justice throughout the East Bay. EBASE is a founding member of the national Partnership for Working Families.

Position Summary

EBASE is seeking a motivated Communications Coordinator to partner with campaign and development staff to develop compelling narratives and utilize creative strategies to project EBASE's vision and victories. The Communications Coordinator will support EBASE's organizing campaigns in Oakland and Concord with message development, earned media, social media and spokesperson training. The Communications Coordinator will manage EBASE's organizational communications by maintaining and bolstering an inspired online presence for EBASE and campaigns via the website, eblasts and social media. In the era of diminishing traditional print media, the Communications Coordinator will identify and cultivate innovative strategies to reach our targeted audiences. The Communications Coordinator will support grassroots fundraising appeals and the fall fundraising. The Communications Coordinator may supervise consultants, interns and volunteers. This position will be supervised by the Development Director.

Responsibilities

I. Campaign Communications (60%)

The Communications Coordinator will support EBASE's organizing campaigns with campaign messaging, earned media strategies and social media.

- Partner with campaign staff to develop campaign-specific communications plans, such as branding and messaging for new campaigns.
- Create leverage with decision makers by developing and implementing traditional and social media messages that promote programmatic goals. Craft talking points and develop effective media strategies that may include press outreach, opeds, and innovative social media.
- Support campaign staff in developing key campaign collateral by providing messaging and supporting design when necessary.



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- Develop worker/community leader spokespeople and staff to speak in the media/in front of crowds.
- Coordinate media for campaign events: creating media advisories, pitching media contacts and preparing media materials and spokespersons, responding to media inquiries, cultivating relationships with reporters. Serve as media wrangler and provide spokesperson prep at campaign events.

II. EBASE Organizational & Fundraising Communications (35%):

Partner with Executive Director, Deputy Director, Campaign Directors, and Communications staff to identify and develop key narratives to project EBASE's vision, victories and strategies.

- Implement EBASE organizational communications goals and workplans.
- Maintain EBASE's website to ensure it is current, user friendly, and lifting up low-wage workers/communities of color stories and voices. Coordinate EBASE's e-blast calendar and content.
- Lead efforts to continue sharpening EBASE's social media presence (Facebook, Twitter and YouTube) as a way to engage supporters, build campaign momentum and share our victories.
- Collect and maintain files of stories and photo of low-wage workers, people of color, and campaign victories.
- Develop materials for EBASE's two grassroots fundraising appeals and spring campaign websites. Coordinate with Development staff to implement grassroots fundraising campaigns
- Develop messaging for EBASE's fall fundraising event and oversee creation of materials.
- Support the alignment of EBASE organizational communications and campaign communications to support an overarching narrative strategy.
- Maintain current knowledge and awareness of how EBASE's core issues are appearing in the mainstream media and identify ways to increase organizational and campaign visibility.

III. Organizational Development and Culture, and Personal Administration (5%):

- Participate in weekly staff meetings, internal trainings, mandatory 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. This may include attending community mobilizations, participating in voter outreach, making grassroots fundraising asks or other activities. Approximately 1-2 activities/month.
- Maintain personal organization systems. Complete reimbursements, timesheets & lobbying reports.

Qualifications:

Required

- Minimum of 3+ years of communications experience, ideally on economic and/or racial justice issues.
- Deep commitment to social, economic, and racial justice movements.
- Excellent written & verbal communication skills, and ability to write in a clear and compelling style.
- Interest in an integrated communications approach and capacity to work with both fundraising and campaign staff.
- Experience in communications strategies to support grassroots campaigns, including spokespeople preparation, earned media and social media.



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- Ability to prioritize and lead multiple projects, activities, and actions with competing deadlines and levels of urgency. Can balance short and long-term objectives, details with big picture.
- Self-motivated, accountable to goals and willingness to learn new techniques, ideas, and skills.
- Excellent personal organization, workplanning, and time management skills.
- Ability to work nights and weekends as necessary.

Preferred

- Experience with workers' rights, employment issues and racial justice is highly desirable.
- Familiarity with organizing, coalition building, base-building, faith-rooted organizing and civic engagement strategies.
- Political understanding of East Bay cities and region.

Compensation and Benefits

Competitive salary between **\$53,000 - \$60,000** depending on experience, plus a generous benefits package. EBASE provides an excellent working environment that encourages team work, recognizes high-quality work and supports long-term staff leadership development and retention.

To apply, please email cover letter, resume, writing sample and 3 references by **Friday, April 13, 2018** to: EBASE Search Committee, search@workingeastbay.org. Please send documents in Microsoft Word or Adobe pdf format, with "Communications Coordinator" in the subject line. Applications will be reviewed on a rolling basis, and the position is open until filled.

EBASE is an affirmative action employer, and strongly supports the social goals of affirmative action. We therefore make special efforts to recruit individuals from groups that are historically under-represented in professional environments, or that suffer from broader societal discrimination.