

**Communications Manager**

Oakland, California

**EXECUTIVE SUMMARY**



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. EBASE addresses 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. EBASE develops leadership and capacity of Black and Brown communities, low wage workers, and tenants through our campaigns. EBASE comprises a team of committed and seasoned staff, and an 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.

In support of its mission, **EBASE seeks a motivated, creative, and highly relational Communications Manager responsible for marketing, media, and online strategies**. The Communications Manager will develop compelling narratives and implement earned media and digital strategies to help move organizing and advocacy campaigns forward. The ideal candidate will be committed to economic and racial justice and have demonstrated experience using social media platforms, strategies, and digital organizing tools to influence decision-makers, reach community, and shape the public discourse.

**ORGANIZATIONAL OVERVIEW**



At the foundation of all EBASE’s work is the belief that all people have dignity, and all EBASE programs, campaigns, and policies are driven by people who are Black, brown, immigrant, indigenous, LGBTQ+, and/or women. The fight for economic justice is also one for racial and gender justice. And vice versa. The pandemic has put a magnifying glass on the great fissures of structural racism and income inequality, while also bringing us together to build back our lives with different priorities. We rise together as East Bay residents who are Black, brown, immigrant, indigenous, and LGBTQ+ people and women. EBASE rises for a just recovery. EBASE rises for better pay and conditions for workers, tenant rights, public health, and re-imagined public safety. When we dream together, organize together, and fight together with directly impacted workers and communities leading the way, we win.

**OUR JOBS**: **essential jobs, low-wage work, and enforcement**

EBASE works alongside low-wage and frontline workers to pass policies that advance higher pay and better working conditions. This includes paid sick time to help keep workers, their families, and the public safe, healthy, and housed. When employers break the law and do not provide these basic provisions while raking in billions, it further exacerbates economic inequality. Workers’ rights laws are only as good as their enforcement. EBASE partners with cities to ensure workers’ rights are upheld. EBASE works to strengthen the voice of workers on the job and at City Hall.

**OUR HOMES**: **housing and tenant rights**

EBASE works with tenants to advance rent stabilization and tenant protection policies, while passing community benefit agreements that include building more affordable housing for low-income communities. Housing is a human right, and by ensuring that everyone has an affordable, safe home, we will create healthier, more inclusive communities.

**OUR CITIES**: **equitable development and budget fights**

EBASE works to deprioritize rampant corporate development in favor of investment in everyday people. EBASE campaigns focus on passing community benefit agreements on large-scale public development projects that include good jobs, local and fair chance hiring, affordable housing, and community services. EBASE re-imagines public safety shifting away from the over-policing and mass incarceration of Black and brown folks. EBASE works to restore funding to our neglected communities to get at the root causes of crime by ensuring taxpayers’ dollars prioritize housing, worker protections, job training programs, youth services, and mental health treatment. This reprioritization will begin to heal structural racism and income inequality.

**OUR FAITH**: **FAME and faith-rooted organizing**

EBASE’s faith-rooted organizing initiative, the Faith Alliance for a Moral Economy (FAME), works to bring together the very best of our spiritual traditions to infuse our economic justice movement with love, joy, and hope, redeeming both our economy and our religions. Through their work, EBASE is building a beloved community where caring and compassion reign, and where all people have their basic needs met and the fullness of their gifts are honored.

**OPPORTUNITIES FOR THE COMMUNICATIONS MANAGER**



**Campaign Communications Messaging and Media**

The Communications Manager will work in collaboration with EBASE's campaign teams and coalitions to develop communications strategies that influence decision-makers, reach community, and shape the debate using earned media, social media, and other digital strategies. S/he/they will create compelling campaign-specific messaging and branding, and support grassroots leaders, allies, and staff as spokespeople to elevate stories and share messaging. The Communication Manager will respond to reporter inquiries and coordinate earned media for campaign events, including press advisories, pitching, and coordination of spokespeople. S/he/they will monitor regional and national press for relevant hooks that will result in emerging media opportunities.

**Digital and Social Media**

The Communications Manager will develop e-blast communications and digital content to advance EBASE campaign messages and uplift the voices of affected communities’ solidarity support to allies, and organizational priorities. This includes managing and overseeing all EBASE social media accounts and content for EBASE's website. The Communications Manager will use metrics and data to drive social media strategy, tactics, and create content/advertising/toolkits across social media platforms and share with coalition partners. S/he/they will document and support EBASE actions by sharing promotional material before, during, and after events and coordination of live streams.

**Organizational Communications**

The Communications Manager will participate in organizational planning and work with senior staff to create an overarching organizational narrative, ensuring a unified articulation of EBASE's work. S/he/they will support the EBASE fundraising team to ensure events and appeals are aligned with the organizational narrative. The Communications Manager will manage relationships and projects with communications vendors, consultants, and contractors.

**Organizational Development and Culture and Personal Administration**

The Communications Manager will participate in weekly staff meetings, internal training, all-staff meetings, and retreats. S/he/they will contribute to fundraising activities, including event planning and implementation, grassroots donor outreach and appreciation, etc. The Communications Manager will support EBASE's "all hands-on deck" culture in which all staff participate 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). As a member of staff, s/he/they will maintain personal organization and complete reimbursements, timesheets, and lobbying reports.

**QUALIFICATIONS OF THE IDEAL CANDIDATE**



The ideal candidate will have experience in communications strategies within advocacy, organizing and campaigns, and advance EBASE’s movement and increase visibility and voice. While no one candidate will embody all the qualifications below, the ideal candidate will possess many of the following professional and personal abilities, attributes, and experiences:

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

**Work Environment**: Currently all EBASE staff are working from home in light of COVID. In the future, this position will be based out of the Downtown Oakland office.

**Compensation**: The salary range is between $65,000-$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, 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.

**TO APPLY**



More information about **East Bay Alliance for a Sustainable Economy** may be found at: [workingeastbay.org](https://workingeastbay.org/)

This search is being led by [Catherine Seneviratne](https://npag.com/team-members/catherine) and [Chris Cannon](https://npag.com/team-members/chris) of [NPAG](https://npag.com/). Due to the pace of this search, candidates are strongly encouraged to apply as soon as possible. Candidates may submit their cover letter, outlining their interest and qualifications, along with their resume via NPAG’s [website](https://npag.com/current-searches-all/ebase-cm).

***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.***