

MARKETING & COMMUNICATIONS COORDINATOR

EB PREC 2020 JOB DESCRIPTION

ABOUT OUR COOPERATIVE

The East Bay Permanent Real Estate Cooperative is a multi-stakeholder coop that facilitates BIPOC and allied communities to cooperatively organize, finance, purchase, occupy, and steward properties, taking them permanently off the speculative market. We create community controlled assets and empower our communities to cooperatively lead a just transition from an extractive capitalist system into one where communities are ecologically, emotionally, spiritually, culturally, and economically restorative and regenerative.

We are a team of seven full-time and part-time staffers. As a candidate, you will be eligible for Staff Ownership in the coop after a candidacy period of 12 months and 500 hours. (Review our [bylaws](#) to learn what it means to become a Staff Owner.) You will be expected to develop your capacity to operate effectively in a collaborative and non-hierarchical collective. At times this may look like taking direction from other staff or community members, holding yourself accountable for responsibilities, stepping into leadership roles, or sharing leadership with other cooperative members.

PURPOSE OF THE POSITION

The **Marketing and Communications Coordinator**'s main purpose is to communicate EB PREC's vision and work to our community and to the broader public. You'll help plan and implement our overall messaging strategy by designing, writing, and publishing or sending out blog posts, newsletters, campaign emails, social media posts, press releases, and other promotional materials. You'll coordinate with other staff members to facilitate ongoing member and donor communications, as well as support our fundraising and investment campaigns with your great writing skills. You'll also build and maintain relationships with the press, other media outlets, and partner organizations to spread the word about EB PREC and position us as a major player within the larger coop and housing justice movement.

MAJOR RESPONSIBILITIES

- Implement our overall media and communications plan and brand identity across multiple platforms (social media, press, website, newsletters, outreach materials)
- Prepare our digital and print media work for dissemination and distribution
- Maintain press lists and cultivate relationships with press in order to ensure consistent and effective presence in the media
- Plan and write press releases, media advisories, and statements for the general public to strategically position EB PREC's work in larger political context to support BIPOC and allied movements for economic justice
- Provide support and communications for events, organizational development, and special projects
- Design and regularly update promotional materials for general outreach and education, as well as campaign-specific materials, such as for new projects and fundraising campaigns
- Work closely with other staff members to design concepts and write content for our e-communications including mass email list, newsletter/blog, and social media presence
- Create some graphic layouts and write copy for outreach materials (may require using Canva or other graphic design software)
- Help update our website with new content as needed
- Support other team members in communication follow-ups as delegated
- Develop scripts for and facilitate text and phone banking to support our regular membership and fundraising drives
- Develop materials and timeline for ongoing communication touchpoints with Investor Owners, Community Owners, and Resident Owners to support continued engagement and education
- Act as first point of contact for general inquiries to the organization
- Cooperate! We all carry the load collectively, and we all step in to various support and leadership roles outside our major focus areas as needed

DESIRED QUALITIES/EXPERIENCE:

- Excellent writer and communicator
- Excellent time management and prioritization skills
- Adept at learning computer/online tools and campaign/project management systems such as Google Suite, Asana, Mighty Networks, Mailchimp, etc.

- Familiarity with simple website maintenance or design
- Strong commitment to anti-racism and anti-oppressive movement building
- Experience with graphic design, film and/or other visual storytelling
- Strong commitment to collective decision-making and working in a staff collective
- Self-motivated, flexible, and committed to responding to the needs of the community
- Based in the East Bay
- Experience developing and implementing communication strategies for mission-driven organizations, including writing press releases, etc.
- Experience in fundraising and development, ideally with community-based organizations
- Experience building and developing cooperative and social justice organizations, campaigns, and programs (either as primary leader or part of leadership cohort)
- Experience with organizational development including but not limited to: management of operations, strategic planning, and facilitation of meetings

HOURS, PAY, AND BENEFITS

This position is full time (30 hrs/wk) at \$25/hr. EB PREC offers Paid Time Off (PTO) and paid holidays.

HOW TO APPLY

Please send your resume, cover letter, and a writing/design sample to jobs@ebprec.org. Feel free to address the following questions in your cover letter:

1. What excites you most about our cooperative?
2. What role have you held in the past that you sense is most similar to this the role described or what life experiences have you had that you sense have prepared you most for this role?
3. What challenges would you anticipate, if any, in taking this role?
4. What would your ideal hours be if you were to perform this role?
5. Describe one thing you've learned about our organization while researching this opportunity.

EB PREC is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status. BIPOC, queer and trans, women and gender non-conforming applicants are strongly encouraged to apply.