



MARKETING AND COMMUNICATIONS MANAGER

KEY ACCOUNTABILITY STATEMENT

Reporting to the Director of Marketing and Communications, the Manager is accountable for writing and implementing BALLE communications including blogs, newsletters and website, and executing BALLE's social media strategy day-to-day. This position is also responsible for tracking media hits and following media trends on economic development, business, sustainability, and Localism that are relevant to BALLE audiences.

KEY RESPONSIBILITIES

- Writes and curates content for social media, blog, website, annual report and newsletters
- Manages engagement in and analytics of social media channels
- Curates online content and identifies trends in Localism, economic development, sustainability, businesses, and economic justice
- Leads marketing outreach efforts with partner organizations
- Keeps website vibrant with fresh and relevant content
- Supports the production of all BALLE online and print materials
- Develops and designs promotional images
- Supports the Director of Marketing and Communications in the overall coordination of BALLE promotion, marketing and communication efforts, particularly in relation to the Local Economies Fellowship program, annual BALLE conference and other key program areas

QUALIFICATIONS:

- Bachelor's degree in marketing, communications, or related field
- 3+ years marketing and communications experience
- Direct experience with Drupal, Salesforce, Mailchimp and Hootsuite
- Strong understanding and experience in engaging communities through social media
- Excellent written and verbal communication skills
- Basic graphic design experience
- Skilled at working effectively with a diversity of people and organizations
- Thrives in an entrepreneurial setting and a collaborative environment
- Excellent interpersonal skills, upbeat attitude, and the ability to represent BALLE with passion in a professional manner with diverse constituencies

BALLE actively seeks applicants who will contribute to the diversity of the Localist movement and our team. All qualified applicants will receive consideration for employment without regard to race, color, national origin, religion, sexual orientation, gender, gender identity, age, physical disability, or length of time spent unemployed. This is a full-time position based in Oakland, CA.

BALLE offers a competitive compensation package, with benefits, commensurate with experience. To apply, send a resume, three persuasive writing samples and a compelling cover letter that very specifically describes why you would be a good fit for this particular position to hire@bealocalist.org

The deadline for submitting resumes is 07/15/14. No phone calls please.