**Job Description:** Communications Manager

**Reports to:** Executive Director

**Status:** Full-time hourly contract position with the goal to transition to full-time salaried employee with benefits.

If transitioned to salaried employee benefits will include 100% paid medical and dental package, flexible work schedule, generous time off including, significant paid time-off package.

**Location:** Seattle-King County based. Virtual, with some onsite days at Seattle-based events and at our office/warehouse space in SODO Saltbox.

**Salary Range:** $30 - $35 per hour, contingent on experience

**Hours:** 40 hours/week

**Application Deadline:** July 5, 2022

**Start date:** Mid to Late July

**Background**

Seattle Good Business Network (SGBN), is a nonprofit, established in 2010, with a mission to connect and inspire people to buy, produce, and invest locally so that everyone has a meaningful stake in the local economy.

Our programming includes Seattle Made, supporting a community of over 700 urban manufacturers and producers (70% of which are woman- and BIPOC-owned), Good Food Economy (Good Food Kitchens, Seattle Restaurant Week, Good Food Forum), NW Sewn, Youth Workforce Development, and Sustainability & Circular Economy initiatives.

**Position Description**

The Communications Manager position is an opportunity to tell the story of our programs and how they foster a vibrant, inclusive, and sustainable local economy.

Through our communications work, SGBN seeks to amplify the work of our 1,200+ participating businesses, community partners, and sponsors as well as grow our audience.
and keep them up to date on news related to local economic development.

Seattle Good Business Network has a strategy and a toolkit regarding when and what content is produced and published. Additionally, our goal is not to solely promote brands, sales, or activities of our members and the organization but to educate the public on the importance of an inclusive and sustainable locally owned economy, and the impact each program has on it.

**Key Responsibilities**

Create, curate, coordinate, and design online content to amplify SGBN message, programs, and members.

**Social Platforms**

Maintain channel profiles, create and curate content, and engage the community on our online platforms. Collaboratively determine frequency of posts per channel with an expected range of 25 - 35* weekly posts across our five programs (SGBN, SM, SRW, DAS, NW Sewn) social channels with an emphasis on Instagram.

*This is a ballpark number, the expectation is to post regularly across all channels; the specific number of posts is less important than the quality and consistency of messaging.

**Platforms include:**

- Instagram: Seattle Made (SM), Seattle Good Business Network (SGBN), Seattle Restaurant Week (SRW)
- Facebook: Seattle Made (SM), Seattle Good Business Network (SGBN), NW Sewn, Dine Around Seattle (DAS)/Seattle Restaurant Week (SRW)
- Twitter: Seattle Made (SM), Seattle Good Business Network (SGBN), Dine Around Seattle (DAS)/Seattle Restaurant Week (SRW)
- LinkedIn: SGBN

**Email campaigns:**

Edit, write, research, and coordinate content for our Good Buzz newsletter. Published once per month.

Edit, write, research, and coordinate content for our Seattle Made newsletter. Published once per quarter.

Edit, write, research, and coordinate content for our Good Food Economy newsletter. Published once per quarter.

**Additional Responsibilities:**

- Create and implement a marketing plan for the social promotions budget.
- Engage members and partners for creation of social and newsletter features.
- Coordinate press and media outreach for our programming and events.
- Coordinate community partner reciprocal outreach and promotional program.
- Contribute to organizational language standards, best practices, systems, methods, and employees or suppliers needed to get the work done.
- Organize complex source materials into coherent multimedia pieces, from web video to audio content.
- Help provide direction and support for creative contractors and participate in photo and video shoots (as needed.)
- Create community calendar listings to promote events.
- Maintain newsletter email lists.
- Attend staff meetings.
- Ensure critical communications and functions/tasks are happening on time and on budget.
- As requested, gather data regarding our posts and newsletter features highlighting sponsors and partners.
- As requested, create internal reports regarding newsletters and social posts including engagement and impact.
- Within local business, sustainability, and economic development circles, establish a reputation for the Organization as a credible resource for news and information. Help establish Seattle Good Business Network as a credible source for original content, etc
- Assist with Seattle Good Business Network organizational events and opportunities as relevant or needed
- Help develop organizational blog strategy and implementation

**Experience, Knowledge, Qualifications, Skills**

- Exceptional written, verbal, and interpersonal skills, with the ability to communicate complex concepts and systems into accessible and compelling content to a diverse audience
- Direct experience managing and creating content across major social media platforms with measurable results, including Instagram, Facebook, Twitter, and LinkedIn.
- Passionate about inclusive and sustainable local economic development across multiple industries. Eager to learn and a quick study if existing knowledge in the subject area is limited.
- Proficiency or ability to learn Social Sprout, Linktree, and Canva platforms
- Proficiency or ability to learn Google Suite, Microsoft Office, and other software programs (Mailchimp, Mobilize, HubSpot, etc.)
- Blend of strategic and execution skill-set including the ability to both create a cross-channel content plan and create and curate the content
- Experience in volunteer or nonprofit work and passion for our mission
- Experience creating and managing campaigns among multiple audiences in Mailchimp (or similar) platform
- A commitment to advancing our organizational mission
- Commitment to maintaining confidentiality amongst program participants and organizational information
- Ability to prioritize and juggle competing demands in a fast-paced environment
We're looking for someone who:

- Thrives as an independent self-starter, but is eager to jump into teamwork, ask questions, and brainstorm collaboratively
- Is compassionate, open-minded, and excited to work with people of all backgrounds, ages, cultures, and life experiences in a collaborative work environment
- Loves staying organized, adapts to shifting priorities, and can be nimble with multifaceted projects
- Creatively thinks about their role and opportunities to grow the overall mission of the organization
- Is proactive, innovative, entrepreneurial, and keen to understand all facets of Seattle Good Business Network's programming and how each of our distinct programs intersect

We value having a diversity of life experiences and perspectives on our team. We strongly encourage applicants who identify as BIPOC, women, and/or gender non-conforming to apply. We are an equal opportunity employer.

Application process
Please submit the below items via email with the subject line: “Communications Manager Application” to jobs@seattlegood.org.

1. A cover letter outlining your interest in the position and how your qualifications align with the above requirements and Seattle Good Business Network’s and our mission
2. A current resume
3. Writing samples including social posts and newsletters

Eligible candidates advanced to the next round will be asked to create a number of sample posts/newsletter entries prior to an invitation for a virtual interview.

COVID-19 VACCINATION REQUIREMENT: Proof of COVID-19 vaccination is a contingency of employment at Seattle Good Business Network. Effective Dec 1st 2021, all current and incoming employees will be required to provide proof of their full COVID-19 vaccination status.