



NOW HIRING: Communications Associate

Location: Berkeley, CA

Position: Full time, FLSA exempt

Salary: \$50,000 - \$57,000 depending on experience

Benefits: Competitive and comprehensive benefits include 100% employer provided health, dental, and vision coverage for employees and dependents; a 401(k) plan; commuter benefits; generous PTO policy; flexible work culture; and more.

Reports to: Director of Community Engagement / Digital Strategist

Timeline: Encouraged to apply by March 16th

About:

The Story of Stuff Project was founded in 2008 to leverage one of the earliest and most successful cause-related viral movies: Annie Leonard's *The Story of Stuff*. Our mission is to transform the way we make, use and throw away Stuff to be more sustainable, healthy and fair. Over the last decade-plus, our trademark movies have garnered more than 50 million views; we've provided sustainability education and training tools to thousands of schools, faith communities, businesses and governments; and our 500,000+ Community members have contributed to countless grassroots campaigns to protect people and the planet.

Summary:

The Communications Associate will enhance the organization's storytelling, campaigns and community engagement capabilities by managing our social media and other digital communications channels (website, blog, emails, media releases, etc), as well as providing customer support for our social enterprise, Catalog Choice.

Approximately 80% of this role will be focused on the social media, communications and community engagement tasks outlined below; and 20% will be dedicated to supporting Catalog Choice, a free website that helps individuals put a stop to unwanted catalogs and other forms of junk mail.

The Communications Associate will work side-by-side with our small team in a fast-paced environment. Our charming attic office is conveniently located in downtown Berkeley, CA.

Core Responsibilities:

- Social Media (approximately 50% time)
 - Work with the Digital Strategist to understand and implement the organization's goals and strategy, including aligning social media strategy with broader Community engagement cycles.
 - Create, curate and schedule daily content on Instagram, Facebook, Twitter, and YouTube following social media best practices.
 - Engage with our followers publicly through social media posts and privately through a Facebook group and direct messages.
 - Observe trends, analyze key metrics, and report insights to help evolve our social media strategy.

- Communications & Engagement (approximately 30% time)
 - Partner with program staff to implement communications and engagement programming.
 - Develop, target and send Community emails in collaboration with the campaigns and engagement teams.
 - Produce, design and post website updates and blog posts aligned to organizational activities.
 - Utilize Cision, the organization's media database, to target, send and track media releases and other interventions.
 - Manage The Story of Stuff Project's email inbox, responding promptly to general inquiries, media inquiries, speaking requests, etc.

- Catalog Choice (approximately 20% time)
 - Execute key Catalog Choice operations and administrative tasks to ensure program growth
 - Manage relationships with Catalog Choice merchants to maintain site compliance and develop campaigns targeting non-compliant merchants.
 - Work with the Digital Strategist to develop and execute a Catalog Choice Social Media Strategy
 - Manage the Catalog Choice support inbox using existing customer support resources and canned responses.

Qualifications:

- Demonstrated interest in environmentalism, social entrepreneurship, and cause-oriented communications
- At least one year of experience managing social media accounts for a business or organization
- Great storytelling skills both in written and verbal formats
- Basic graphic design skills

- Video editing skills are a bonus
- Ability to execute fast with strong attention to detail
- Independent problem solver

To Apply:

Please send an email with the subject line "Communications Associate" to jobs@storyofstuff.org. Please include the following:

- 1 page cover letter that outlines your interest in the position, your relevant experience, and explains why you want to join our team.
- A resume that includes 3 references who can provide insight into your professional skills and experience.
- A writing sample or examples of original content created in an educational or professional context, such as an advocacy email, website, blog post, or graphics.

The Story of Stuff Project strongly encourages and seeks applications from women and people of color, including bilingual and bicultural individuals, as well as members of the LGBTQ community.