



Now Hiring: Marketing & Communications Manager

Location: Remote within U.S.; Preference for candidates who can perform work in or near Berkeley, CA office headquarters

Position: Full time, FLSA exempt

Salary: \$65,000 - \$85,000 depending on experience and geographic location

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

Reports to: Director of Content

Timeline: Preference for applications received by February 19th, 2024. Position open until filled.

Our Story

The Story of Stuff Project is transforming the way we make, use, and throw away Stuff to be more sustainable, healthy and fair. Over the past fifteen years, our trademark animated videos and field-leading social media content have engaged tens of millions of viewers in a solutions-oriented exploration of the take-make-waste economy and its impacts on people and the planet. Today, we encourage the civic engagement of our global, online Community by enlisting their participation in campaigns for environmental and economic justice and by supporting their leadership with everything from small grants to training and strategic advice.

As a storytelling-first organization, we know that 'winning the story wars' is an essential ingredient in all successful movements for change. While our content runs the gamut from documentaries to shorts on TikTok, our commitment to meaningful and impactful storytelling shines through in everything we create. We aim to break down complicated environmental, economic and social issues, center compelling and inspiring civic activists and organizations and spotlight the solutions these leaders are fielding in their own communities.

Position Summary

The Marketing & Communications Manager will lead a multi-platform marketing effort aimed at expanding the reach and impact of the Story of Stuff Project's media content and campaigns. On our small team, the Manager will work cross-programmatically to market everything from video launches to legislative campaigns, ensuring both broad reach and meaningful Community engagement.

This position requires a strong technical background in marketing, communications and content distribution, including the ability to creatively deploy media assets that can stand out in today's crowded online landscape. The ideal candidate has experience creating marketing funnels that drive traffic and acquire and retain viewers. Secondly, we would value experience with developing and implementing social media or earned media strategies, as well as with content creation.

We prefer a candidate with experience in social change organizing or cause-related media production or organization's doing the same. The ability to pull teams together, meet deadlines and stay on budget to execute projects that advance our mission is a must.

Job Duties & Responsibilities

- Oversee the development and implementation of a robust marketing strategy to ensure both content reach and viewer acquisition and conversion, with support from a cross-functional internal team and outside consultants.
- Establish and maintain partnerships with allied advocates, educators, funders and leaders in the legacy, digital and social media spaces, to develop and distribute content.
- Develop and oversee the organization's social media strategy, including management of multiple channels and the website, and supervise the organization's part-time content curator.
- Develop and drive a multi-platform digital advertising strategy on Google, Facebook, etc.
- Participate in the production of new digital content and support production and distribution of our existing digital media series.
- Support the campaigns team in seizing rapid-response opportunities by connecting news headlines and trends with opportunities to advance priority campaigns.
- Provide marketing and communications support for fundraising efforts in collaboration with the Development Manager.
- Manage a team of contractors, including creatives, advertising consultants and earned media consultants.
- Monitor and maintain brand standards for the organization.

Qualifications:

- Demonstrated minimum of four years experience in marketing, content production and distribution, with a preference for non-profit or cause-related marketing experience in two or more of the following fields: social media advertising, video, documentary or advertising production and marketing, social media channel curation and management, graphic design, live or virtual events production, traditional media, etc.
- The ideal candidate will balance technical knowledge of digital environments for media

distribution with a design orientation and experience making creative decisions.

- Experience developing and overseeing strategies and plans, including the ability to remain calm under pressure, meet deadlines and operate within budget constraints.
- Experience seeking earned media opportunities is a plus.
- Excellent writing, editing, proofreading, verbal communication, and presentation skills.
- Strong leadership skills, including the ability to both 'manage down and up'.
- Ability to organize and prioritize assignments and tasks, as well as adapt and react quickly as projects evolve.
- Experience with technology platforms such as Wordpress, Action Kit or other CRMs, Canva, Hootsuite, Buffer, Adobe Illustrator and Premier, and a project management tool like Gantt are preferred.
- The ability to work nimbly and respond quickly to emerging opportunities.
- Demonstrated commitment to and competency around diversity, equity, and inclusion is required, including a desire to tell the stories of individuals and communities most impacted by environmental and economic injustice.
- Desire and ability to work well in a collaborative, team environment.

How to Apply:

To submit your application for this position, please visit www.storyofstuff.org/jobs

Your application should include a resume, a professional portfolio or sample work product related to this position, and a cover letter that addresses your area of expertise in the marketing and communications field.

If you have questions or require assistance, you may email jobs@storyofstuff.org

Story of Stuff is committed to diversity, equity and inclusion. Women, people of color, LGBTQ+ individuals, and members of other minority or marginalized groups are strongly encouraged to apply.