



COOPERATIVE DEVELOPMENT INSTITUTE

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Communications/Digital Manager (Northeast)

Reports to: Development Director

Geography: Must reside in the Northeast (New England or New York).

Salary and Hours: \$26.42/hour for 40 hours/week (\$54,953.60/year). Paid time off (3 weeks vacation, increasing to 4 weeks after two years' tenure, plus 9 paid holidays/year). Sabbatical after five years. Health benefits. Office stipend. Family and Medical Leave. Mileage reimbursement at the IRS rate. Ability to contribute to a retirement plan.

About The Cooperative Development Institute (CDI)

The Cooperative Development Institute (CDI, www.cdi.coop) is the Northeast's Center for cooperative business education, training, and technical assistance. CDI was founded in 1994 by cooperative leaders across industry sectors to build a cooperative economy in the Northeast.

Our mission is to work with people in the Northeast to create cooperative businesses and networks that grow a prosperous, equitable economy. We envision a democratically-owned and just economy where everyone can fulfill their needs and aspirations. Collective liberation is at the center of what we do. At the core of our work is transformation: at the individual, structural, group, and community level.

CDI works to support, advise and provide technical assistance to all sorts of cooperatives in the Northeast. CDI's New England Resident Owned Communities (NEROC) program provides support and assistance for residents of manufactured home communities to purchase their parks and run them cooperatively. Our Business Ownership Solutions (BOS) program focuses on transition of existing businesses to worker ownership and our Cooperative Food Systems (CFS) program works with all food-related cooperatives; from assisting New American and Native American farmers to rural food cooperative retail stores and producer co-ops. And that's not all of what we do!

CDI is a virtually based 501(c)3 non-profit that has about 30 employees. CDI employees enjoy their jobs and appreciate the flexibility of working from home, the commitment to continuous

THE SOURCE FOR COOPERATIVE BUSINESS DEVELOPMENT IN NEW ENGLAND & NEW YORK

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learning, and how interesting and varied our work is. Because our organization is transparent, accountable, and participatory, our staff's ideas and opinions count. We are committed to maintaining this as a priority.

Position Overview

The Cooperative Development Institute is looking for a full-time Communications & Digital Manager to conduct CDI's communications & digital projects. Editing and writing organizational materials, newsletter and social media production, and data systems development and integration will be important parts of the job, as CDI seeks to achieve the organization's communications and data administration goals.

The successful candidate is an excellent communicator with strong attention to detail. Social media marketing experience and a background in membership development are great attributes. Outstanding digital skills to understand and customize a variety of platforms for efficient delivery of services is key. Ultimately, the goal of this position will be to ensure effective clear communication of our organization's message across all channels in support of communications priorities and clear internal communication. The goal of communications is to effectively brand CDI as a recognized cooperative leader in the field, and effectively communicate CDI's role as a key community engagement partner helping communities find solutions through cooperative development. Working with a busy team across a broad scope of work areas in a positive, coordinated way is a must. This person must be located in the Northeast (New England or New York).

This position reports to the Development Director.

Position Responsibilities

- Creating strategies and building campaigns for CDI's digital and legacy communications channels to expand our audience, attract new funders, and build new strategic partnerships
- Social media platform content creation and management
 - Leading and executing social media strategies for all CDI active social media channels (Twitter, Instagram, Facebook, and LinkedIn)
 - Updating the organization's social media plan
 - Developing social media toolkits for staff and strategic partners
 - Expanding and engaging our audiences through Facebook advertising and video boosts

- Cultivating connections through coordinating social media engagement with networks throughout our field, region, and related movements
- Designing, implementing, and managing targeted email campaigns
 - Responsible for the design and dissemination of monthly newsletters
 - Working with the development team to track and create targeted email campaigns for donor campaigns
 - Responsible for data management, including tracking metrics for subscriptions, open rates, click-through rates, & bounced emails
 - Supporting the creation, drafting, and scheduling of email campaigns for other projects within CDI
- Planning, drafting and editing communications copy (e.g. press releases, newsletter articles, other publications)
 - Planning and project managing the production of the annual “Year in Review”
- Maintaining web content
- Tracking all social media posts, media exposure, and maintaining the communications workspace in Podio, our project management tool
- Tracking relevant sector trends, while responding or prompting other relevant staff to respond to media posts that pertain to CDI’s areas of interest
- Cultivating, tracking, and maintaining CDI’s media contacts across the region
- Assisting program staff to prepare for their comms opportunities (materials support, coaching, etc)
- Planning and implementing communications projects and strategies
- Creating promotional strategy and content for fiscally-sponsored/client fundraisers
- Overseeing graphic design for each program area and CDI overall

Requirements

- Proven experience as a Communications Specialist or similar role
- Understanding of media relations and digital media strategies
- Solid writing, editing and researching skills
- Excellent communication abilities (oral and written)
- Strong attention to detail
- Strong organizational skills and task management
- Proficient in MS Office and Google Apps
- Familiarity with web platform management, experience with Wordpress a plus
- Familiarity with social media platform management including Facebook, Twitter, Instagram, and HootSuite
- Familiarity with design software (e.g. Photoshop, InDesign, Canva) and content management systems is a plus

- Experience with Salesforce a plus
- Experience with Meltwater a plus

Inclusion

In accordance with Federal law, this institution is prohibited from discrimination on the basis of race, color, national origin, sex, age, or disability. CDI is an equal opportunity employer and service provider.

We promote economic prosperity for all through our work with our clients, our hiring practices, and our vigorous commitment to cooperative principles. We strive daily to acknowledge and eliminate all forms of oppression. By examining bias within ourselves and our organization, we work mindfully to make our board and staff more inclusive. We actively fight against racism, classism, gender inequality and all efforts to marginalize anyone. The nature of our work engages us directly with the working poor, the educationally disadvantaged, the elderly, immigrants and refugees. It is our goal to see all of our clients prosper within the cooperative movement.

We welcome applicants from underrepresented identities, and those who have a commitment and track record of bringing an inclusive and equitable approach to their work.

Instructions

Please fill out the application form at <https://cdi.coop/job-opening-communications-manager/>, and upload a resume, cover letter, and 3 references (preferably as one file). This position will remain open until filled.