



# COOPERATIVE DEVELOPMENT INSTITUTE

P.O. Box 1051, Northampton, Massachusetts 01061-1051  
PH 413-665-1271 • FX 413-541-8300 • [www.cdi.coop](http://www.cdi.coop) • [info@cdi.coop](mailto:info@cdi.coop)

## Communications Manager

**Reports to:** Executive Director

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

**Salary and Hours:** \$30.74-\$33.14/hour, commensurate with experience, for full-time work (40 hours/week). Paid time off (3 weeks' vacation, increasing to 4 weeks after two years' tenure, plus 13 paid holidays/year). Health benefits. Personal, Family and Medical Leave and Parental Leave. Sabbatical after 5 years. This is a remote-based position with a monthly home office stipend provided. Mileage reimbursement at the IRS rate. Retirement plan.

### **About The Cooperative Development Institute (CDI):**

Founded in 1994, the Cooperative Development Institute (CDI, [www.cdi.coop](http://www.cdi.coop)) is the USDA-designated Cooperative Business Development Center for the Northeast, providing cooperative education, training, technical assistance, research and advocacy throughout the region. 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.

[Business Ownership Solutions](#) (BOS) works with business owners and their workers to think through whether the transition to worker ownership can meet their needs, and guides businesses through a transition to a worker-owned cooperative. [Cooperative Business Services](#) (CBS) supports the development of new and existing cooperative businesses in many cooperative sectors. [New England Resident Owned Communities](#) (NEROC) assists residents of manufactured home parks to form housing cooperatives and purchase and run their communities. And that's not all we do!

CDI is a 501c3 nonprofit virtual organization with nearly 30 employees located throughout the region. CDI employees enjoy their jobs and appreciate the flexibility of working from a home office, the commitment to continuous 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.

---

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

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discrimination on the basis of race, color, national origin, sex, age, or disability. (Not all prohibited bases apply to all programs.) To file a complaint of discrimination write USDA, Director, Office of Civil Rights, 1400 Independence Avenue SW, Washington, DC 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (voice and TDD).

## **Position Overview:**

CDI seeks a seasoned Communications Manager to craft and execute multi-media, multi-channel communication strategies that tell the stories of our clients and the impact of our work. The successful candidate will have a proven track record of success in assisting organizations to raise awareness of and achieve their mission; have exceptionally clear, concise and engaging verbal and written communications skills; have the technical ability needed to execute our strategies; and be skilled in data-driven evaluation and refinement of those strategies. Duties will include the management of all digital media (email, website, blogs, social media, video, etc.), legislative and grassroots advocacy efforts, public relations campaigns, and the production of newsletters, annual reports, research and advocacy reports and other organizational materials.

## **Position Responsibilities:**

- Create strategies and build campaigns for CDI's communications channels to expand our audience, attract new funders, and build new strategic partnerships.
  - In-person travel to and documentation of client work and client stories to strengthen organizational storytelling about our work
  - Promote the CDI brand, identify CDI as a recognized leader in the cooperative field, and effectively communicate CDI's role as a key community engagement partner helping communities find solutions through cooperative development.
  - Develop and implement a communications strategy and plan that reflects a diversity of audience and stakeholders, and centers racial and economic justice.
- Organize grassroots legislative advocacy campaigns, including assisting staff and clients in writing and submitting testimony.
- Develop and implement social media plans including content creation and management.
  - Lead social media strategies for all targeted channels (Twitter, Instagram, Facebook, and LinkedIn)
  - Develop social media toolkits for Leadership, staff and strategic partners.
  - Expand and engage our audiences through multiple platforms.
  - Cultivate connections through social media engagement with networks throughout our field, region, and related movements.
- Design, implement, and manage targeted communications campaigns.
  - Design and disseminate monthly newsletters
  - Create and track targeted messages for donor campaigns.
  - Conduct data management, including tracking metrics for subscriptions, open rates, click-through rates, and bounced emails.
- Plan, draft and edit communications content.
  - Prepare press releases, annual and periodic reports, newsletter articles, and legislative position papers.
  - Create and manage graphic design elements.
- Design and maintain web content.
- Track relevant sector trends and communicate findings to Leadership.

**Requirements:**

- Proven experience as a Communications Specialist or similar role
- Strong knowledge of and experience in media relations and digital media strategies
- Solid writing, editing and research skills.
- Excellent communication abilities (oral and written)
- Strong attention to detail
- Strong organizational skills and task management
- Skilled in adapting messaging for targeted audiences and communities with cultural competence.
- Experience with BIPOC community-driven messaging and implementation of language justice policies strongly preferred.
- Proficient in MS Office and Google Apps
- Knowledge of and experience with web platforms, social media management and design software
- Experience with Salesforce and 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.

**To apply:**

Please fill out the application form at <https://cdi.coop/job-opening-communications-manager/>, and upload a resume, cover letter, and references. Please include a writing sample that demonstrates proficiency in line with the position requirements. Position will remain open until filled.