

Marketing & Communications Associate

Do you visit your local bookstore more than Barnes and Noble? Do you support local economies driven by local small business owners? Do you understand the power of business ownership to lift up families and help them thrive and reach their version of the California Dream? If so, we are looking for a marketing and communications associate that can help us spread the word.

CAMEO is California's statewide network made up of over 200 organizations, agencies, and individuals dedicated to furthering microbusiness development in California. Annually, CAMEO members serve about 21,000 very small businesses with training, business and credit assistance and loans. These firms – largely start-ups with less than five employees – support or create 37,000 new jobs in California and generate a total of \$1.3 billion in economic activity. Learn more at microbiz.org

Responsibilities: We are looking for someone to take control of our social media activity, contribute to content creation and media relations as well as engage with our members online and offline.

Social Media

- Help manage CAMEO's social media presence, including increasing our social media engagement and optimizing our effectiveness on our current platforms, as well as exploring and experimenting with potential new platforms.
- Draft and suggest content.
- Manage day-to-day execution of social media messaging.
- Help develop an annual social media strategic plan.
- Analyze member online activity and engagement

Web

- Update portions of the website (launching new site soon) in an ongoing manner. Publish various content throughout the year, such as calendar events, job descriptions, reports.
- Adhere to best practices and SEO optimization.
- Working with the Associate Director, track and analyze data performance and work in order to optimize user engagement and help drive future marketing decisions.

Writing / Content creation

- Write and post client success stories.
- Write blog posts.
- Research, suggest, create and manage other content.
- Draft emails as necessary.

Video/Photography

- Document events via photography and video to convey effective stories
- Organize and maintain the online photo archive.

Marketing Materials/Print Collateral

- Work with Associate Director to develop and/or edit content for print publications using InDesign.

Media Relations

- Draft press releases as necessary
- Follow up with press as directed

General program support, member engagement and other duties as assigned. We are a small staff and expect everyone to contribute to the success of our programs and events. Some out-of-office travel is required.

A successful candidate will

- Demonstrate proficiency, efficiency and a creative approach in support of CAMEO's brand with a desire to learn about our mission and vision to create an entrepreneurial ecosystem where diverse independent entrepreneurs and small businesses can thrive.
- Write creatively, clearly, and compellingly with an eye for detail and impeccable grammar, maintain the highest level of quality, accuracy, and judgment.
- Demonstrate advanced proficiency with MS Office, including Word, Excel and PowerPoint; experience with Salesforce a plus; graphic design skills and experience with the Adobe Creative Suite, especially InDesign, also a plus.
- Understand key social media platforms, including Vimeo, Flickr, YouTube, Twitter, Facebook and similar platforms, and the nuances of each platform's audience needs and requirements; be prepared to explore and recommend new or additional platforms to achieve CAMEO's brand goals. Familiarity with WordPress.

- Be an active collaborator and contributor to a team, but have the ability to work independently and proactively.
- Demonstrate efficient project management, time-management and organizational skills.
- Demonstrate a strong, results-driven work ethic paired with the ability to adapt quickly to changing situations and circumstances.
- Demonstrate strong interpersonal skills with the ability to communicate in a professional manner with a variety of audiences.
- Demonstrate experience in job responsibilities.

BA degree recommended, but related experience will be considered.

Benefits

This is a part-time (24-30 hours per week) position with the possibility of growing to a full-time position. Schedule will be determined with the successful applicant. Salary is commensurate with experience. CAMEO offers a competitive base salary with comprehensive benefit.

How To Apply

Interested candidates should provide a digital cover letter, resume, a writing sample, and an example of your social media skills to cameo@microbiz.org. Applications will be reviewed on a rolling basis until filled. We are looking to fill this new position immediately. Please note the job title in the subject line of your email.

CAMEO will consider applicants equally without regard to sex, gender, race, age, ethnicity, national origin, disability, marital or veteran status, medical condition, religion, gender identity, sexual orientation, or any other characteristic protected by federal, state, or local law.