Independent Contract: Marketing and Communications Specialist - Remote

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 temporary part-time marketing and communications associate that can help us spread the word. This position has the possibility of turning into a permanent part-time position.

CAMEO is California’s statewide network made up of over 300 organizations, agencies, and individuals dedicated to furthering microbusiness development in California. Annually, CAMEO members serve about 84,000 very small businesses with training, business and credit assistance and loans. These firms – largely start-ups with less than five employees – support or create 101,000 new jobs in California and generate a total of $7.5 billion in economic activity. Learn more at CAMEOnetwork.org

This contracted position would be responsible for:

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.

Web

* Update portions of the website (Wordpress) 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 VP of Programs and Policy, track and analyze data performance and work in order to optimize user engagement and help drive future marketing decisions.

Writing

* Write and post client success stories.
* Write blog posts.
* Suggest and write other content to your heart’s content.
* Draft emails as necessary.

Marketing Materials/Print Collateral

* Work with VP of Programs and Policy to develop and/or edit content for print publications using InDesign or other graphic software.

Video/Photography

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

General program support and other duties as assigned. We are a small staff and expect everyone to contribute to the success of our programs and events.

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.
* Understand key social media platforms, including Vimeo, Flickr, YouTube, Twitter, Facebook, LinkedIn 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.
* Possess 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.
* Be an active collaborator and contributor to a team, but have the ability to work independently and proactively in a remote environment.
* Possess efficient project management, time-management and organizational skills.
* Possess a strong, results-driven work ethic paired with the ability to adapt quickly to changing situations and circumstances.
* Have strong interpersonal skills (including a good sense of humor) with the ability to communicate with a variety of audiences.
* Demonstrate experience in job responsibilities.

BA degree recommended, but related experience will be considered.

This position is a 5-month contract with a possibility of extension and starting date of August 9, 2021.

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@CAMEOnetwork.org. Applications will be reviewed on a rolling basis until filled. 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. Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records. We reasonably accommodate staff members and applicants with disabilities, provided they are otherwise able to perform the essential functions of the job. Individuals who need assistance or accommodation due to a disability may contact us at cameo@CAMEOnetwork.org