



Local First serves as the catalyst advocating for an equitable and sustainable economy, amplifying the collective voices of local independent businesses and the greater community. Through these actions, we hope to achieve an engaged, thriving local independent business community that values people, planet, and prosperity for everyone across southwest Colorado.

Local First has a small yet dedicated staff and Board with a large reach and meaningful impact. We are an umbrella organization hosting two arms of our work. The Independent Business Alliance (501c6) hosts over 260 local, independently owned businesses and nonprofits. The Foundation (501c3) is a tax deductible funding source and advocacy arm of LF pursuing grants, gifts, and educational opportunities to address pressing issues in La Plata county. Together, we ensure a future for La Plata County that is resilient, sustainable, equitable, and just. If you are passionate about this vision for our future and inspired to support communicating and selling this message across the region, this position may be for you.

Position Title: Marketing & Communications Specialist

Reports To: CEO, Lauren Berutich

FLSA STATUS: Hourly non-exempt

Job Description

Local First seeks a full time, 40 hour a week Marketing Communications Specialist - a professional that drives our messaging platform to educate, recruit, and activate the participation of businesses, organizations, and community members across La Plata County. This position will be responsible for managing our internal and external communications with clients, increasing brand awareness and meeting their direct marketing and outreach goals. The candidate will also take the lead in sales for a few key annual projects a year including securing sponsorships, soliciting directory member participation, and securing content for the Be Local Coupon Book.

This position entails:

Communications and Marketing (70%)

- Research and design digital and print materials to best represent Local First's offerings
- Present programs and campaigns in clear and concise ways that attract the attention of business owners and community members
- Work with the Local First team to create a social media and web content strategy and schedule out diverse content weekly
- Work with team to write and collect content for the monthly newsletter
- Support the coordination and content development of the monthly Durango Herald column
- Assist with monthly Be Local Radio show logistics and participate in hosting
- Research and strategize best ISO practices to reach largest audience and implement in daily operations
- Contribute to monthly CEO Report with a report on latest comms/marketing/sales statistics and trends
- Update tabling materials such as handouts, posters, and larger boards, etc.
- Work with LF team to keep Local First web presence up to date and on-brand

- Work in partnership with the Membership Coordinator to create event and member labels, member dashboard updates, and other CRM needs consistent with website communications
- Use graphic design skills as needed for events, logos, social media, etc.

Sales (25%)

- Create a sponsorship package for all annual events and secure sponsorships for the year
- Serve as the lead staff to coordinate, solicit and secure coupon book content for the Be Local Coupon Book and wholesale book sales
- Lead sale efforts to increase LF Directory enhanced profiles annually
- Support all event ticket sales and fundraising efforts including Noel Night and First Fridays

Programs (5%)

- Work with LF Membership and Events Coordinator and team to host important events such as Mountain Film, Eat Local Month and Harvest Dinner, First Friday, Noel Night, Indie Week, and the Be Local Coupon Book
- Manage booths at tabling events and ensure staff are prepared with most updated talking points and materials to share
- Participation at overnight staff retreat and annual planning meeting

What it takes to be a great fit and successful in this position with Local First:

- BA in Communications, Marketing, or related field
- At least two years of professional work experience as a Communications Marketing Specialist or similar role
- Familiarity with B2B and B2C advertising campaigns
- Hands-on experience with web content management tools, preferably WordPress
- Proficiency in Google Suite
- Experience with Adobe and other design tools
- Knowledge of SEO and Google Analytics
- Experience working with CRMs, running reports, and exporting data
- Experience with marketing campaigns on social media
- Excellent verbal and written communication skills
- Ability to stand by a product and inspire others to invest in it
- Strong presentation skills and comfortability speaking in public
- Desire to be a part of building a just, sustainable community and dedication to the Localist movement
- Highly detail oriented and organized
- Models professionalism, positive attitude, and a drive for excellence
- Belief in a holistic approach to a thriving local, resilient economy
- Demonstrated experience building and maintaining strong relationships with various communities and individuals
- Ability to work independently and as part of a team
- Ability to communicate across different viewpoints
- Ability to listen, give and receive, and incorporate feedback into your work
- Organizational, prioritization, and follow-through skills, and the ability to meet deadlines
- Willingness to be accountable for projects, timelines, and leadership roles- ability to make and own mistakes as well as learn from them to grow with the organization
- A commitment to justice, equity, diversity, and inclusion and the ability to integrate your commitment into your work.

Please note that our organization values experience and encourages you to apply even if you don't meet every requirement listed in the position description. Experiences include everything from lived and volunteer experience, traditional knowledge, school or coursework, and other related qualifications and skills acquired through life activities. We want to hear from you and understand that no candidate will meet every desired skill set. If you're excited about the position and think you may be a good candidate, we encourage you to apply.

Benefits:

- Flexible work from home schedule and hours
- 2 weeks paid PTO
- 12 paid holidays per year
- 1 week paid health leave
- Health insurance stipend
- Cell phone stipend
- Use of new office 2023 Apple laptop
- Potential room to grow with organization; performance and budget dependent

Compensation for this position ranges \$23-\$27/hour commensurate with experience and qualifications with opportunities for growth. Local First is an “at-will” and an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, disability, marital status, or status as a U.S. Veteran.

To apply: Please send a cover letter, resume, and two examples of your work (one writing and one marketing piece) to careers@local-first.org with the subject line “Communications and Marketing Specialist”. Full application submissions requested. Review begins September 4, 2023. Position open until filled.