



Membership and Communications Specialist

Local First envisions a thriving, equitable, and sustainable economy that values people, the planet, and prosperity for everyone in southwest Colorado. Our small yet dedicated staff works to achieve this vision through two nonprofit arms. The Local First Independent Business Alliance (501c6) serves as a catalyst advocating for and amplifying the collective voices of 250+ locally owned independent businesses in La Plata County. The Local First Foundation (501c3) pursues grants, gifts, and opportunities to build self-reliance, sense of place, and community well-being.

Position Description: We are seeking an individual who is passionate about our vision to help grow our membership, advance the localist movement, and communicate our message across the region. The ideal candidate is personable and comfortable interacting with the public and prepared to develop and deploy multi-channel marketing communications strategies. Are you a team contributor who is eager to learn about the localist movement and play a role in helping to create a just and sustainable local economy? If so, this position may be right for you!

JOB RESPONSIBILITIES

Reporting to the CEO, the Membership and Communications Specialist plans and leads day-to-day membership development, marketing communications and outreach to members and the community at large in coordination with Local First staff and external partners.

Membership Development (45%)

- Conduct outreach to recruit new members and encourage membership renewals in coordination with the Application Review Committee.
- Onboard new members and support existing members by educating them on member benefits and engaging them in Local First programs and events.
- Help plan and attend membership and tabling events with other staff to promote Local First to members and the community.
- Maintain membership processes and data in customer relationship management (CRM) software to ensure accurate information and tracking.
- Assist members to use the online member portal and app to update their directory listing, make payments, and purchase advertising and products.
- Manage and track accounts receivable to ensure timely renewals and payments.

Local First Membership and Communications Specialist (continued)

Marketing Communications (50%)

- Develop a multi-channel marketing communications strategy to present programs, events, products, and campaigns in clear and compelling ways that attract the attention and participation of business owners and community members.
- Manage organizational presence on social media platforms (Facebook, Instagram, LinkedIn) and post engaging content in coordination with the team.
- Maintain and update the Local First Website and deploy effective SEO strategies to increase visitors and engagement.
- Produce two monthly newsletters and manage distribution to ensure high open rates.
- Write blogs and op-ed articles with relevant content for members and the public.
- Manage media outreach including ad development and scheduling.
- Interview members and develop content for video, radio, and podcasts.
- Coordinate with graphic design contractors to develop artwork and design collateral and products such as rack cards, flyers, posters, and the Be Local Coupon Book.
- Solicit advertising for the Be Local Coupon Book in coordination with other staff.

Office Duties (5%)

- Other duties will include an array of tasks like filing, installing software, updating databases, stuffing envelopes, running errands, making deposits, and being available at the office for a variety of administrative needs.

QUALIFICATIONS

- Education or training in communications, marketing, or another relevant field; a BA is preferred but practical work experience may be substituted for a college degree.
- At least two years of relevant professional work experience, preferably including B2B and B2C marketing communications and/or sales.
- Demonstrated experience building and maintaining strong relationships with various constituencies and individuals.
- Hands-on experience managing organizational or group presence on social media and using Web content management tools, preferably WordPress.
- Proficiency using computer software such as Google Workspace; experience with CRM software or design tools (e.g., Canva, Adobe Creative Suite) would be a plus.

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of or ability to learn SEO strategies and Google Analytics
- Excellent verbal and written communication skills
- Strong presentation and public speaking skills
- Ability to stand by a product and inspire others to invest in it
- Models professionalism, positive attitude, and a drive for excellence
- Ability to work independently and as part of a team
- Ability to listen, give and receive, and incorporate feedback into your work
- Ability to organize and prioritize work to meet deadlines
- Willingness to be accountable for projects, timelines, and roles
- A commitment to justice, equity, diversity, and inclusion

Local First Membership and Communications Specialist (continued)

Please note: 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.

Local First is an equal opportunity employer and committed to fostering an equitable and inclusive workplace. We are dedicated to hiring employees who reflect the communities we serve, including women, people of color, LGBTQ individuals, and people with disabilities. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

FLSA Status: Full-Time Non-Exempt (hourly wage)

Compensation: \$20 to \$25 per hour depending on qualifications and experience.

Benefits:

- Flexible work-from-home opportunities
- Health insurance stipend
- Paid holidays, sick leave, vacation time, and community volunteerism
- Cell phone reimbursement
- Opportunities for professional growth and development

HOW TO APPLY: Send a cover letter, resume, work sample, and two professional references to careers@local-first.org. Applications received by 5pm on April 19, 2024 will receive first consideration.