

Job Posting: Senior Communications and Marketing Specialist

The ICA Group, a nonprofit dedicated to advancing businesses and institutions that center worker voice, grow worker wealth, and build worker power, seeks a full-time Senior Communications and Marketing Specialist. The Senior Communications and Marketing Specialist will help drive ICA's communications and marketing work to support the growth of worker owned companies and other social enterprises, demonstrate impact, and increase visibility of the organization.

The Senior Communications and Marketing Specialist will work closely with the Director of Development and Communications, the Metrics Coordinator, programmatic teams, and vendors. The work involves creating and executing communications and marketing strategies, including content creation and dissemination across platforms (social media, website, newsletter); earned media; paid media; and writing and design of reports, grant proposals, fundraising and marketing materials, and other external communications.

Once the pandemic ends, this position can be based out of the ICA Group's offices in Boston or Northampton, Massachusetts or New York City, with the possibility of remote work within the United States for the appropriate candidate. Once the pandemic ends, this position requires traveling within the United States approximately 1-2 times per month.

About the ICA Group

The ICA Group is a leading expert on worker ownership and the oldest national organization dedicated to the development of worker cooperatives. We are a mission-driven nonprofit organized as a worker cooperative and are dedicated to bringing strategic analysis and industry-focused support to the worker ownership sector. Our business expertise is bolstered by a deep understanding of worker ownership and other worker-centered structures, and a commitment to serving low-wage workers and communities of color.

Key Responsibilities

Communications (30%).

- Work with ICA's leadership to identify emerging issues, strategies, and narratives related to ICA's work and the opportunities associated with them.
- Work closely with ICA's leadership to develop and execute a comprehensive communications strategy that advances ICA's reputation as a leader in the field of employee ownership.

- Develop, implement, and evaluate communications plans for ICA's program areas and consulting practice in collaboration with ICA's Leadership Team
- Develop and maintain ICA's digital collateral including website, publications, newsletters, presentation decks, and multimedia content (video, infographics, visual storytelling, interactive tools, etc).
- Prepare talking points, speeches, presentations, and other supporting material as needed.

Digital Marketing (30%)

- Design and execute digital marketing campaigns and tactics for ICA's program areas and consulting practice in collaboration with ICA's program teams.
- Create compelling digital content to demonstrate impact and reach target audience and customer segments through appropriate channels (social media, website, email and direct marketing, advertisements).
- Manage ICA's social media accounts to elevate ICA's brand and increase its reach.
- Manage, monitor and motivate engagement on all digital channels, keeping them current and updated
- Conduct market research and user experience design for lead generation campaigns.
- Identify, track, and analyze data to inform content development, measure engagement and effectiveness of campaigns, and guide strategy.

Development (15%)

- Write, edit, and assemble grant proposals and reports to foundations and other grant-making organizations, ensuring persuasive and accurate representation of ICA's mission and programs.
- Write, edit, and assemble new business development and client proposals, letters of interest, and presentations, including budgets where needed.
- Support individual donor fundraising and sponsorship requests through marketing, cultivation, and stewardship.
- Work with leadership team on developing and executing fundraising campaigns

Media Relations (15%)

- Build relationships with and secure coverage by national, local, and industry media outlets in order to build awareness of ICA's mission, successes, and reputation of ICA staff as subject matter experts.
- Continuously expand and manage media contacts and relationships.
- Develop talking points and media strategy related to ICA program areas and work with select staff spokespersons on conducting interviews.
- Write press releases, media advisories, background materials, op-eds, pitch stories, and serve as company spokesperson as needed.

Minimum Requirements

- At least 5 years of communications, marketing, digital marketing, or business development/sales experience
- Excellent writing/editing and verbal communication skills; attention to detail
- Creative with strong design, data visualization, and storytelling skills
- Fluency across social media platforms and experience working with a variety of digital marketing tools and services.
- Proven track record of achieving communications goals (e.g. shaping strong narratives, media coverage)
- Proven track record of designing and implementing digital marketing campaigns and using data analytics to inform strategy
- Ability to communicate with a broad range of people and institutions confidently and effectively, with a critical analysis of power, privilege, race, class and gender

Additional Desired Capabilities

- Experience in a nonprofit or advocacy organization
- Business, sales, and/or user-centered design mindset and orientation
- Experience working with graphic designers to effectively execute an organization's vision
- Familiarity with cooperative business models, economic democracy, business services, or economic development
- Self-starter, able to work both independently and collaboratively
- Interest in building the field of employee ownership
- Bilingual (English/Spanish) oral and written communication skills highly desirable.

Compensation and Benefits

The salary range for this position is \$68,000 to \$73,000. ICA uses a salary scale and the specific salary within that range is determined by years of experience. The ICA Group provides a generous benefits package including 4 weeks of vacation, 12 paid holidays, 8 days of sick leave, and health insurance.

About Working at the ICA Group

The ICA Group is a rapidly growing nonprofit with 17 current staff members. 60% of staff have worked at ICA for 2 years or less. All staff members are expected to help build organizational capacity, processes, and culture. Approximately 60% of the ICA Group staff work in our offices in Northampton and Boston and 40% work remotely from east coast locations, though due to Covid-19 everyone is currently working from home. We utilize technology and virtual meetings on a daily basis, and prior to Covid-19, held quarterly in-person meetings at our Northampton office. Our staff enjoy highly satisfying work in a diverse and stimulating environment. We are

committed to a workplace culture that supports work-life balance and flexibility for working parents and other caregivers.

At the ICA Group, we value diversity, equity, and inclusion. We believe that in order to build a new economy where working people lead and own democratic workplaces, leaders in cooperative development must reflect the communities they serve. We support equitable opportunities for all people and we strongly encourage candidates from diverse backgrounds, people of color, women, individuals from the LGBTQIAA+ community, and others who identify as a part of historically marginalized communities to apply for open positions at the ICA Group.

To Apply

Applications will be accepted on a rolling basis, however applicants are strongly encouraged to apply by December 31, 2020. To apply, please upload a resume and cover letter as a single PDF and a short writing sample and provide answers to the screening questions using the form on our website at: www.icagroup.org/careers