



Job Announcement

Title: Digital Communications Associate

Location: Anywhere in CA (Remote during COVID), open to all California residents.

Organization Summary:

The California Reinvestment Coalition (CRC) is the largest reinvestment coalition in the nation with three hundred member organizations. Since our inception, CRC has worked with our members and allies to provide greater economic equity and access to financial resources for Black, Indigenous, People of Color (BIPOC) communities throughout California. CRC envisions a future where we reimagine systems of capital built around anti-racist economic justice systems; where capital centers the needs of BIPOC first and foremost, and where we move from an economy based on extractive profit-taking to an economy centered on people-driven investment, where Black and Brown communities are not only at the center of that investment but are the drivers and decisionmakers of that investment. CRC's members include CFDI's, housing counselors, affordable housing providers, tenants' rights organizations, small business technical assistance providers, multi-service agencies, and other community-serving organizations. This network of "financial first responders" works directly with impacted communities in hard-to-reach urban and rural communities.

In the past six years, CRC bank accountability campaigns have resulted in more than \$60 billion investment in California BIPOC communities. As a core pillar of our work to close the racial wealth gap, these campaigns have resulted in investments that promote affordable housing, homeownership, and small business ownership and other investments that benefit BIPOC communities.

CRC also successfully advocates for equitable investment and consumer protections at the federal and state-level regulators and legislators. We have secured CFPB action in defense of low-income communities and our statewide wins include the nation's most comprehensive HomeOwner Bill of Rights, the nation's first right-of-first offer for tenants in foreclosure sales and EBT for Free. We are currently advocating for corporate landlord accountability and designing the CA State CRA.

Position Summary:

CRC is seeking a Digital Communications Associate to help its team meet the needs of its audiences and various stakeholders. The mission of CRC reimagines systems of capital that reverse the legacy of redlining and ongoing structural racism. We accomplish this mission through building an alternative to the extraction economy where capital is redistributed and BIPOC communities hold power. You can learn more about CRC's mission at calreinvest.org/about/.



The ideal candidate is familiar with issues related to social, housing, and economic justice. He/She/They are passionate about telling the history and legacy of structural racism, the decades of advocacy to rectify the exclusion of BIPOC communities from financial systems and building wealth, and how communities work to address this embedded racism.

The Digital Communications Associate works under the direction of the Communications Manager to produce and post content across CRC's social and digital platforms. He/She/They will have demonstrated experience managing social media channels and websites.

CRC has offices in Los Angeles and Oakland. Once Covid 19 restrictions are lifted, there may be an expectation to work from an office.

Job Responsibilities

- Under the direction and supervision of the Communications Manager, the Digital Communications Associate produces content on CRC's social media channels, including writing posts, uploading videos, and creating graphics or other visuals.
- Monitor and report out on social media analytics and campaigns.
- Attend demonstrations, events and other CRC-related activities to capture social media content when necessary.
- Assist in the development and maintenance of a monthly and annual social media calendar.
- Develop, maintain and edit website content and landing pages. Experience with WordPress is a plus.
- Utilize analytic tools to maximize engagement and reach of content.
- Assist in creating, deploying and tracking email campaigns.

Qualifications

- At least 3 years of experience in communications, public relations, marketing and/or related experience/training.
- Second language, particularly Spanish, is preferred.
- Experience managing social media.
- Knowledge of CRC, its mission, vision and goals.
- A commitment to or desire to understand social, economic and housing justice.
- Solid written, verbal, and interpersonal communications skills.
- Familiarity with current web design principles.
- Familiarity with developing websites for accessibility standards and compliance.
- Familiarity with political organizing and communications tools like VAN and EveryAction is a plus.

Compensation:

- Salary range: \$67,000 to \$75,000



To Apply:

Please submit a cover letter and resume detailing your interest and qualifications for the job, to jobs@calreinvest.org. Include "Digital Communications Associate" in the subject line. The job is open until filled.

We strongly encourage people of color, people of diverse gender identities, women, people with disabilities, LGBT individuals, and foreign-born individuals to apply. CRC provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics. In addition to federal law requirements, CRC complies with applicable state and local laws governing nondiscrimination in employment.