



MG Collective Member

Director of Communications & Cultural Strategy

Job Description, March 2022

Movement Generation is an equal opportunity employer that does not discriminate on the basis of race, color, religion or belief, disability, gender, nationality, ethnicity, sex (including pregnancy, childbirth, or related medical conditions), gender identity or expression, sexual orientation or any other status protected by law. Black, Indigenous, People of Color and LGBTQI+ candidates are strongly encouraged to apply.

Hours and Compensation

32-40 hours FTE; \$85,000 yearly salary (at 100% FTE); generous paid-time off, vacation & benefits package; paid sabbatical policy.

Location / Travel

Location in the SF Bay Area (California) is required. MG staff is still currently working remotely, due to pandemic conditions. Most meetings and work for this position will be virtual during the pandemic with a few hybrid meetings (in person with an online option). For any in-person work or meetings, MG has strong COVID-19 protocols and policies.

How to apply

Please email your resume and cover letter in pdf form with a subject line of “Comms Director” to jobs@movementgeneration.org. Applications will be accepted on a rolling basis with an ideal hire date in May 2022. The position will remain open until filled.

Position Overview

We are looking to hire a collective member to lead our Communications and Cultural Strategy (CCS) Team. While this person will eventually be expected to fulfill general collective member duties and responsibilities they will be primarily focused on directing our CCS team. Therefore we are looking for someone with significant experience in communications.

MG’s Communications and Cultural Strategy Team moves some of our core work. We recognize that in order to reach our vision of ecological justice, we need to transform dominant culture and narratives to usher in a more just, regenerative future. And to make that future tangible AND irresistible. And to do that, we need an integrated

program that weaves together the tools of communications and art platforms with an intentional cultural strategy. This position will lead the team in developing those strategies: to manage our social media and other platforms to project MG's analysis and vision in a clear, concise, and coordinated way; to contribute to our exciting cultural strategy and content development; and to find ways to build and collaborate with other cultural workers and artists to create powerful art.

This position will also be hired on a collective membership track. They will go through a 6-month candidacy period to grow into being a collective member. After the candidacy period, collective membership will include a host of additional roles and responsibilities related to co-directing the organization as an active collective member.

The ideal candidate will have the following knowledge, skills, and experience:

- Exceptionally good writer and communicator with the ability to synthesize and convey complex ideas and policies in a clear and compelling way
- Knowledgeable about MG's politics and programs especially the cultural strategy work (Did We Go Too Far? podcast, The North Pole series, Creative Wildfire project)
- Creative thinker and collaborative team member
- Highly attentive to accuracy, detail, and nuance
- Experienced in developing high quality multimedia projects including blogs, websites, videos, and podcasts
- Adept at building relationships and collaborating with artists and cultural workers
- Skillful facilitator who confidently plans curriculum and leads dynamic workshops, trainings, and retreats
- Skilled time manager with the ability to manage both long- and short-term deadlines, and the capacity to change focus based on organizational needs
- Strong appetite for and experience with visioning, strategizing and movement building work
- Strong commitment to integrity, transparency and democratic process
- Commitment to high level of accountability, both to the collective as well as personal growth and development
- Knowledge of core ecological principles
- Demonstrates strong initiative and ability to self-manage in pursuing objectives and meeting deadline
- Experienced in the management of online tools and social media platforms:
 - Facebook, Twitter, Tik Tok, and especially Instagram
 - E-Newsletters
 - PowerBase CRM Database

- Software proficiency (preferred): WordPress, Microsoft Office, Slack, Zoom, Google Workspace

Core Roles & Responsibilities

DIRECTION OF MG'S COMMUNICATIONS & CULTURAL STRATEGY TEAM (30%)

- Establish and drive an effective organizational communications strategy
- Create agendas and facilitate bi-weekly team meetings
- Work with the team to develop annual budgets, work plans, and evaluation reports
- Attend meetings with strategic partners to develop communications and narrative strategy projects
- Input and analyze data through MG Powerbase database
- Manage relationships with sub contractors as needed

COMMUNICATIONS PLATFORM MANAGEMENT (30%)

- Manage MG's communication platforms
- Lead the CCS Team in assessing and improving the efficacy and reach of MG's communications platforms
- Assist in the creation of web, email, video, audio and print content
- Develop, gather, and produce content for MG social media platforms
- Draft Monthly e-newsletters in collaboration with the CCS team
- Provide periodic updates to MG website
- Provide graphic design for MG communications

MG CO-DIRECTOR AND COLLECTIVE MEMBER (40%)

(Same/required for all collective members)

- Co-direct the organization's political and operational strategy
- Attend weekly staff meetings (2 hrs, 3x/month), and facilitate staff meetings at least one month out of the year (on a rotating basis)
- Act as a peer support person to another collective member
- Attend multi-day organizational planning meetings (3-4x/year)
- Attend multi-day strategy planning sessions with the MG Board (2x/year)
- Develop and maintain an individual work plan, with the support of your peer support person
- Complete basic administrative tasks (reimbursements, check requests, time off requests)
- Contribute to MG's collective office chores and periodic all-staff cleaning days (mostly suspended during COVID-19)

Work Related Physical Activities

While the following is a typical list of physical requirements for this position, Movement Generation is committed to creating accommodations to the best of our ability to support the needs of all collective members.

Some examples include:

- Attending multi-hour meetings in person and online
- Attending multi-day meetings in person and online
- Use of computers and online systems for work completion
- Collective care of physical office location (specific chores vary and change over time)
- Occasional ground and air travel

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

About MG

Movement Generation Justice & Ecology Project (MG) is an independent, 501c3, non-profit located in the East Bay. MG is rooted in vibrant social movements led by low-income communities and communities of color committed to a [Just Transition](#) away from profit and pollution and towards healthy, resilient, and life-affirming local economies.

Our work over the last fifteen years has been focused on building a movement for Ecological Justice. To date we have worked with hundreds of grassroots organizations, movement leaders, activists, and funders through trainings and workshops, building movement vehicles, creating cultural production and strategy, and publishing the Just Transition Framework and zine. We have organized and coordinated the transfer of land and capital from the extractive economy to frontline groups fighting for justice and ecology.

MG operates as a collectively run organization - each collective member is a co-director. Our staff has a flat structure with distinct organizational roles. We set direction and collective work plans together and then implement them through playing our different roles. We have an active board that helps steward our organization. We meet with our board periodically to ensure the financial integrity of our organization and to strategize on MG's critical role in the ever changing political landscape. The programmatic and operational teams design workplans and assign work as needed. In

place of traditional supervision and bosses, we have a Peer Support structure in place to keep each other accountable to our program goals and organizational priorities, as well as personal development and goals.

MG serves as a political home to many. It has a strong, networked relationship to the movement and a bold purpose that resonates with many people from many different walks of life—from nurses and teachers to fast food workers, from youth to grandparents, and from poor and working-class people to people with inherited wealth. This opens up new ways to organize, vision and work to grow our movements. It supports us to transform our organizations, our neighborhoods, and our economies. The commitment to wholeness has led us to develop movement strategies that build on and strengthen the core, then reverberate out, connecting and integrating more and more leaders, communities, and movement sectors.