



## COMMUNICATIONS ASSOCIATE

Nest is a non-profit supporting the responsible growth and creative engagement of the artisan and maker economy to build a world of greater gender equity and economic inclusion. Through a suite of holistic programming, Nest is reimagining the future of work and advocating for the interests of overlooked artisan and maker businesses to advance gender equity and deepen economic inclusion for women and vulnerable populations in the United States and around the world. Nest supports over 2,000 micro and small businesses as they develop their operations to access meaningful market opportunities and achieve long-term success.

Nest is hiring for a full time Communications Associate who will support the Communications and Marketing team of the organization. The successful candidate will focus on social media, audience engagement, communications and day to day needs and projects. The Communications Associate will also support with other marketing efforts as needed including annual giving consumer campaigns. The organization's employees are fully remote.

Major roles and responsibilities include but are not limited to:

### **Online Marketing & Digital Communications (60%)**

- Maintain social media accounts including caption drafting, content posting and community management.
- Manage the organization's online marketing calendar featuring Nest-branded communications including donor-facing, industry-facing and artisan/maker-facing communications
- Support the creation of online media kits for brand partners and Nest surrounding collaborations
- Support the Marketing Lead and Director of Creative Content to engage the Nest Board (Advisory Board, Junior Board and Board of Trustees) as brand ambassadors for Nest through their social media channels and networks
- Create and develop online fundraising campaigns as needed, this can include idea generation, planning, final content creation and product fulfillment

### **Communications (30%)**

- Support communications efforts surrounding Nest projects and collaborations. Lead outreach list building, assist with message development, produce basic content and manage online communities
- Support brand-specific launches through asset collection, press releases and media kit creation
- Take the lead on drafting certain communications materials including blog posts, press releases, email newsletters, and social media captions and posts
- Compile reporter, influencer and outlet pitch lists for key campaigns
- Maintain databases and research influencers, press/event opportunities and conferences/thought leadership opportunities.

### **Administrative (20%)**

- Utilize tools like Google Analytics and Mailchimp reports to analyze and report on benchmark stats for web, social media, and email campaigns. Provide regular reports to staff and stakeholders.
- Own the internal and external communications planning calendar with oversight from the Director of Creative and Content.

- Assist with monthly department reports and monitor daily news clips for the organization.
- Stay current on the latest industry trends, influencers and news focused on the artisan sector globally, the makers' movement, the state of the informal / homework economy and fashion and design.
- Proactively share best practices and expertise with the team.
- Support Nest team with Canva and basic graphic design help as needed.

**Qualifications:**

- Bachelor's degree
- 2-4+ years work experience
- Excellent writer and exceptional research skills
- Strong interest in hand craft, artisans, women's rights, sustainability
- Ability to manage social media campaigns, communities, press and influencer outreach.
- Familiarity with Google Analytics and social media analytics.
- Exceptional attention to detail and organizational skills
- Experience developing digital content to activate audiences
- Thrive in a fast-paced, dynamic environment; self-motivated
- Microsoft Office proficiency

**To apply:**

Please send a cover letter and CV to Director of Content & Communications, Ashley Post at [ashley@buildanest.org](mailto:ashley@buildanest.org). Please include at least 2 references. Nest will leave the role open through January 20th to conduct interviews in late January.

**Salary and Benefits**

Nest embraces a philosophy of transparency and equity in its compensation-setting practices. Based on a comprehensive review of NGO payment trends, the organization has determined that this level role will have a salary band of \$50,000 to \$65,000 for a US-based employee.

Nest will make a fair offer to an employee based on published salary ranges and the employee's education, experience, performance, and proficiency, among other factors. Offers will include an explanation of how the amount was reached. Nest maintains a zero-negotiation policy to ensure equity-based salaries are consistently applied. Through the organization's performance management processes, there will be opportunities for compensation increases/bonuses based on both Cost of Labor adjustments and merit-based increases annually.

Additionally, Nest provides an annual additional contribution of 10% of your salary directly into a SEP IRA retirement account on your behalf, with no match required. For full time employees, Nest provides full medical insurance coverage (medical, dental, vision) and covers 50% of dependents. One vacation day is accrued each month (annual total of 12 days) plus additional PTO days, including holidays and a one-week winter break at the end of December through New Year's Day. All travel costs, when required and approved by the organization, will be covered by Nest.