



## **JOB TITLE: COMMUNICATIONS AND MARKETING OFFICER (Full-time) ADMINISTRATION TEAM**

**Organization:** California Association for Bilingual Education (CABE) - Non-profit

The California Association for Bilingual Education (CABE) is a non-profit educational organization dedicated to promoting biliteracy and educational equity for all students in California, with a focus on English learners/multilingual learners in school settings. CABE works with organizations and partners statewide to advocate for academic success and equity for students and their families with diverse cultural, racial, and linguistic backgrounds.

### **POSITION DESCRIPTION**

The Communications and Marketing Officer will promote and advance CABE's vision of Biliteracy, Multicultural Competency, and Educational Equity for All. This full-time position will be responsible for developing and implementing a strategic communication, branding vision, and strategic plan in collaboration with the CEO and other senior team members. This position will lead the work of the Communications Team, interacting with all areas of the organization to create and implement consistent systems and protocols for the effective implementation of the organization's communications and marketing plan. The Communications and Marketing Officer will elevate narrative change while also enhancing and working to raise the visibility of the organization's brand with key stakeholders through effective marketing strategies, innovative uses of technology and social media, storytelling, articles, op-eds, and effective networking. This position will provide guidance and structure to enhance and strengthen external and internal communication and marketing systems. This position reports directly to the CEO.

### **ESSENTIAL JOB DUTIES**

#### **CABE Vision**

- Actively support CABE's vision of Biliteracy, Multicultural Competency, and Educational Equity for All.
- Advance the CABE vision, mission, strategic plan, and priorities.

#### **Key Characteristics**— (The following qualities and skills are desired for this position.)

- Manage CABE's brand, including visibility and brand integrity across the organization.
- Possess experience and ability in leading a team through a collaborative leadership model.
- Train staff on brand and messaging standards.
- Develop an organizational system for quality control and editing on print materials and websites.
- Develop, integrate, and oversee storytelling efforts.
- Collaborate on strategy, design, and content development for CABE's website and digital media platforms.



- Develop systems to manage, strategize, and monitor all CABE social media platforms, including LinkedIn, X, Instagram, Pinterest, and Facebook.
- Track progress and effectiveness of communications and marketing activities.
- Manage marketing and promotion for CABE conferences, events, professional learning opportunities, policy decisions, and organizational statements on identified topics.
- Promote CABE to the business community, nonprofit sector, policymakers, and the public at large.
- Promote communications and marketing materials through appropriate social channels.
- Develop and manage content, messaging, and storytelling about the nonprofit community for internal and external stakeholders.
- Develop and carry out media strategy, including developing and driving media calendar, media relations, and tracking press coverage.
- Act as a key liaison between CABE and media contacts throughout California, the US, and internationally.
- Demonstrate strong writing and editing skills and excellent layout and graphic skills.
- Possess exceptional organizational skills to track multiple deadlines and projects.
- Demonstrate strong interpersonal skills and ability to collaborate internally and externally.
- Have experience working in deadline-driven environments.
- Develop escalation protocols for managing communication crises, should they arise.
- Maintain digital media archives, including photos and videos.
- Willingness to perform other duties as assigned.

## **JOB REQUIREMENTS**

- Display proficiency in software platforms and Google Ad Grants/Webmaster Tools.
- Demonstrate proficiency in social media (Facebook, Instagram, LinkedIn, Twitter), Constant Contact, Vimeo, and YouTube.
- Preferred bilingual/biliterate (proficiency in Spanish and English; fluency in other languages taken into consideration).
- Ability to regularly travel long distances and stay overnight within the US and internationally.
- Possess a valid California Driver's License and obtain a US passport (or other required documents for international travel) within two months of the hire date.
- Possess technological proficiency (e.g., MS Office [including, but not limited to, Word, Excel, PowerPoint], Adobe Acrobat, Google Apps, Zoom, Teams, and social media).
- Possess the ability to work independently and interdependently, work collaboratively with a variety of individuals and groups, communicate effectively verbally and in written form, exercise sound judgment, interpret and communicate policies and procedures, model norms of behavior that reflect CABE's high expectations for its team members, ability, and availability to travel to various schools, districts, and conference/event locations.
- Flexibility to work on some weekends or times that require immediate action.



## **QUALIFICATIONS:**

- Ability to think strategically and identify ways to improve communication efforts.
- Must be resourceful and take initiative even when given minimal direction.
- Understanding of communications, public relations, and marketing best practices.
- Knowledge of Adobe PhotoShop, InDesign, and Illustrator is an asset.
- Superior time management skills and the ability to juggle multiple projects simultaneously.
- Strong communicator who works well independently and with a team.
- Must possess exceptional writing skills and be able to compose engaging and accurate content.
- A minimum of 2+ years prior experience in a communications or marketing role is preferred.

## **INTERPERSONAL SKILLS**

- Continue to develop and strengthen CABE's professional profile and customer service.
- Exemplify qualities that represent CABE's values of equity, servant leadership, respect, cultural and linguistic human rights, and integrity.
- Approach work with a positive, collaborative, problem-solving, solution-based, and creative approach.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this position, the employee is regularly required to:

- Sit, stand, walk, bend, stoop, kneel, and crouch.
- Use hands and fingers to handle, feel, or operate objects, tools, or controls; reach with hands and arms.
- Perform tasks requiring manual dexterity, such as twisting, turning, and grasping.
- Lift and/or move up to 25 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The noise level in the work environment is usually moderate but may get loud at certain functions, and work conditions may include exposure to relevant environmental factors such as inclement weather.

## **COMPENSATION**

- Salary Range: \$66,560.00 - \$79,000.00 (commensurate with experience)
- Full-time (exempt)
- Medical, dental, vision, life insurance, and 403 (b) retirement plan
- Mileage reimbursement
- Cell phone allowance
- Flexible work location—Home office is in Walnut, California (Southern California)



## **APPLICATION PROCESS**

- Complete the application form online at <https://fs3.formsite.com/cabeforms/form155/index.html>
- 3 current letters of reference (dated within one year)
- Application deadline is: **OPEN UNTIL FILLED**