



1125 W 6th St., Suite 500 ♦ Los Angeles CA 90017 ♦ TEL (323) 463-3171 ♦ FAX (323) 463-1062 ♦ www.seela.org

November 2020

POSITION ANNOUNCEMENT

TITLE: Manager, Engagement and Partnerships

STATUS: Full-time Exempt

REPORTS TO: Executive Director

SUPERVISES: P/T Social Media Content Assistant; Media Monitoring & Social Listening Platform contract

About SEE-LA

Sustainable Economic Enterprises of Los Angeles (SEE-LA) is a leading Southern California nonprofit organization, connecting people to healthy food, promoting economic development, and building sustainable food systems. We operate the largest network of mission-driven farmers' markets in Los Angeles as well as programs that provide nutrition education, food access, and opportunities for small regional farms and local food businesses to thrive.

Summary of Responsibilities

SEE-LA's Manager, Engagement and Partnerships is charged with managing digital communications, building effective partnerships, and expanding SEE-LA's brand to 1). increase SEE-LA's visibility and reach and 2). build charitable and social enterprise revenue.

Specific Responsibilities

- Manage digital communications systems, including mass emails, social media properties, and digital fundraising campaigns; manage hourly Social Media Content Assistant and social media listening platform;
- Develop and manage plans to expand SEE-LA's list of engaged stakeholders;
- Develop and manage mission-aligned partnerships such as farmers' market activations, paid sponsorships, special events, in-store business promotions and contributions, digital collaborations, and other co-branded opportunities;
- Manage modest marketing budget to raise SEE-LA's visibility and to promote our programs, particularly our network of mission-driven farmers' markets;
- Implement SEE-LA's brand strategy; work collaboratively with Executive Director and Senior Staff to promote a unified, cohesive brand;
- Develop and pursue opportunities to place media articles and stories, and to create SEE-LA branded content in print, electronic, and digital media platforms; manage media monitoring platform;
- Staff the Fund Development Committee of the Board of Directors; produce select visibility and fundraising events in collaboration with members of the Board; activate high-profile or well-connected ambassadors; develop partnerships with well-known food world figures; collaborate with the Executive Director to identify funding and revenue opportunities;

- Develop and pursue opportunities to expand the Hollywood Farmers' Market brand, including the development of concessions, amenities, gift boxes, etc.; serve as SEE-LA's liaison to the Hollywood business community, including chefs and restaurants;
- Attend SEE-LA staff meetings and trainings as required; participate in the Administration Team; participate in internal working groups and other collaborative activities as time permits.

DISCLAIMER: The above is intended to describe the general contents and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.

Qualifications

- At least three years' experience in the field of marketing, promotion, communications, and/or partnership development required.
- Social media campaign management experience required;
- Excellent written (strong grammatical) and communication skills;
- Strong organizational and time-management skills;
- Ability to multi-task in a fast-paced office environment;
- Related experience in the nonprofit sector, the restaurant industry, or the entertainment industry a plus;
- Nonprofit fundraising experience a plus;
- Written Spanish fluency a big plus;
- B.A. degree preferred;
- Interest in food systems, sustainability, and/or food justice preferred.

Compensation

Competitive salary (depending on experience), health benefits (medical and dental), and vacation and holiday pay.

To Apply

Qualified candidates should submit a cover letter and resume to: employment@see-la.org

Email submissions only. No phone calls or faxes will be accepted.

SEE-LA makes hiring decisions without regard to gender, race, color, religion, gender, gender orientation, identity, or expression, national origin, age, veteran status, disability, or any other protected class and is committed to hiring and retaining a diverse workforce and strongly encourages applications from groups that have been historically underrepresented.

Opportunity open until filled.