



Associate Brand Manager Job Description

Better Block Foundation is a nonprofit organization that empowers communities and their leaders to reshape their built environments to promote the growth of healthy and vibrant neighborhoods. The Associate Brand Manager should understand and embrace this mission, and have a genuine passion for urban innovation and bettering cities according to their unique identities.

Position

Reporting to the Executive Director, the Associate Brand Manager will manage our brand, focusing on marketing for individual projects, marketing for the organization as a whole, help with social media channels (Facebook, Twitter, Instagram, LinkedIn, and TikTok—don't worry, no dancing is required), and join us onsite for projects. We'd like someone who can do traditional PR outreach (press releases, fostering relationships with media, setting up interviews), help with marketing collateral (wizard with InDesign, Photoshop, or Illustrator), and look at the org holistically. Admittedly, we're looking for a unicorn to join our team of unicorns.

Better Block projects are temporary, block-level interventions that demonstrate a series of rapid prototypes. We work with the community, using their tools, knowledge, and resources, to revitalize neighborhoods. We often add bike lanes with temporary paint, use digital fabrication and manual processes to construct furniture from plywood, and activate the space by coordinating markets. Thus, the role is physically demanding, often requiring moving heavy objects and climbing ladders. It is critical that this person be both a storyteller and a do-er, as we are an all-hands-on-deck organization.

Projects take place in cities around the world, so the position includes frequent travel and work on nights and weekends during project implementation. You will be required to travel 25% of your time.

This is a full-time position based in Dallas, Texas.

Responsibilities

- Writing and producing content for external communications and social media for the organization as a whole, and each of the Better Block projects
- Update/help maintain the organization's website as well as project pages
- Produce content for blog posts and reports for a variety of projects
- Prepare content for monthly newsletter (determine if we should be doing a monthly newsletter)
- Measure and monitor website and social media stats
- Prepare annual impact report
- Ability to work independently without much direction, and to make decisions based on Better Block principles and project guidelines

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- Position will involve leading frequent conversations with city officials and community members. Urban design touches on issues such as social justice and access to public resources, so the Associate Brand Manager should be comfortable discussing these topics.
- Excellent organization skills tempered with the ability to pivot and be flexible
- Ability to work in a startup atmosphere where projects must be executed from the ground up
- Take photos and videos of projects

Qualifications

- BA degree in related field or 5 years experience as a content creator
- Strong visual ideation and creativity
- Expertise in design software (Photoshop, Illustrator, InDesign, etc.)
- Expertise in multimedia design software (Acrobat, etc.)
- Expertise with Microsoft Office (Word and Excel)
- Understanding of SEO best practices
- Excellent writing, proofreading, and communication skills
- Detail oriented and extremely organized
- Self-starter who can maintain deadlines
- Ability to work in a fast-paced environment with creative colleagues
- Bilingual (English/Spanish) preferred

Perks

- We get to travel the United States (and internationally!) up to 25% of the time for site visits, check in trips, and events, so this is a fun opportunity to see the world and how different communities work together.
- As part of our office, you will have access to our workshop that includes a CNC bed, laser cutters, and 3D printers as well as traditional power tools and supplies for woodworking.
- The Associate Brand Manager role is a perfect position for someone who wants to be outside and on site as often as they are in the office behind a desk. No two days are alike!
- 10 flexible PTO days plus holidays, including a closed office between Christmas and New Years. Additional days of PTO offered at director discretion based on project schedule.
- Creative atmosphere with an open-office concept.

Salary Range

- \$37,500-\$40,000

Send your résumé, cover letter, and sample social media post (your choice of platform and delivery) to Krista@betterblock.org. No phone calls please.

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