



Content Strategist (contract)

3-month contract, 20+ hours/week

Spendrise is in search of an experienced content strategist/director to consult with us as we plan, define, and execute a new approach to storytelling and campaigns that builds an active, informed, and empowered community of consumers taking collective action for racial and economic justice.

This opening is for a 3 month contract with a start date of October 1st or earlier, and we are estimating the work will entail 20+ hours/week. We prefer candidates to be able to meet with our team based in Oakland, California but a remote option is also possible.

WHAT WE'RE WORKING ON

At Spendrise, we believe that collective consumer power is key to moving companies towards social and environmental responsibility, and our approach is to develop new solutions and strategies drawing on technology, organizing, and design to unlock grassroots power in a fast-changing economy.

Success for us doesn't stop at winning campaigns. Our mission is to shift common sense and the underlying balance of economic power to enable long-term, systemic change that ensures corporations serve communities' well-being, and not the other way around.

Spendrise has been running consumer-powered campaigns since 2016, including developing a new platform for aggregating actual consumer purchases behind campaign demands. Spendrise is now building a comprehensive roadmap that draws from our early victories (and failures) and advances our fuller vision.

A central part of this roadmap is building a content strategy that can (1) transform the dominant narrative surrounding consumers from one of passive consumption to one of empowered action, (2) build shared consciousness about issues and opportunities for change, and (3) prime our base to participate in campaigns. We are seeking an expert content strategist to join our team in developing and executing this plan. We prefer and envision a collaborative, hands-on planning process that tests concepts with consumers, partner organizations, and companies as appropriate.

This consultant will ideally be familiar working on any or all of the following issue areas: racial justice, workers' rights, emerging issues with tech companies, environment/climate. We are committed to building power within communities of color and young people (35 and younger) and would prefer a consultant who has successfully worked with similar audiences.

WHAT YOU'LL WORK ON

- Define and develop the Spendrise brand voice that aligns with our target demographic and goal of building consumer power
- Define and develop a content strategy, setting our central narratives and surfacing content medium, type, forms, and categories that provide the most value to our target base and peers
- Collaborate with Spendrise campaign strategists to develop effective blended approach to engaging and building community
- Define, test, and evaluate content distribution formats and channels
- As necessary, hire and manage freelancers to assist with content creation

WHAT WE'RE LOOKING FOR

We are looking for candidates who have experience in:

- Creating a content strategy from scratch within organizational constraints
- Leading content programs at start and at scale (i.e. online publication, content program for public-facing non-profit or consumer-facing brand)
- Familiarity in content production process and providing creative and story direction across mediums (i.e. written, audio, video, social)
- Tracking engagement and conversion from content
- Hiring and managing a content team
- [Preferred] Producing content for millennial audiences, in particular millennials of color
- [Preferred] Building community of engaged readers via content

The right candidate will have a mix of the following qualities:

- A narrative-driven mindset -- you conceptualize the world in stories (information hierarchy, visuals, words)
- Dedicated to building power through storytelling and narrative
- Strong justice orientation who is constantly learning and growing their analysis
- Outside-the-box, innovative thinking, and a track record of taking calculated risks
- Humility and believes no tasks is beneath them
- Works well in a fast-paced environment, regularly beating deadlines and setting/exceeding expectations
- An analytic mind and oriented towards continual metric tracking to inform experimentation
- Sense of humor and flexibility to thrive in a small team environment

HOW TO APPLY

Please send (1) your resume/CV and/or portfolio along with (2) a short introductory letter that includes your hourly rate to the hiring team at team@spendrise.com. For equity and transparency, our minimum rate for this position is \$50/hour. After initial review, we'll reach out to select applicants with requests for additional materials and next steps. Thank you for your interest!