



## GUAYAKI SUSTAINABLE RAINFOREST PRODUCTS, INC.

### JOB DESCRIPTION

<b>Job Title:</b>	Communications Cebador/a
<b>Department:</b>	<b>Come to Life (CTL)</b>
<b>Reports To:</b>	<b>Daryl Chonka</b> , Production Cebador
<b>Salary Range:</b>	Commiserate with experience
<b>FLSA Status:</b>	Non-exempt

**Position Summary:** The role of Communications Cebador(a) is to build the Come to Life (CTL) digital relationships and network, including social media and PR. This person will work with project leads to establish both a PR and social media strategy for the release of content related to a CTL project, check in with the project lead through all stages of production to ensure that the strategy is being put to use, and help to implement the strategy when the time comes. Beyond this, the Communications Cebador(a) will also manage our existing community network through the implementation of social media strategies (growing our social media platforms through campaigns such as the #RegenerativeMovement Campaign), collect and analyze social media, and grow our PR contact list. This person will also work closely with the Guayaki PR and social media managers to strategize the platforms and relationships.

**Essential Duties and Responsibilities:** To perform this job successfully, an individual must be able to perform the following satisfactorily; other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Frequently works with or reports to Supervisor.

#### **Public Relations Duties:**

- Work with project leads to develop PR strategies around release of CTL projects
- Work with project leads on gathering all needed media content for CTL PR campaigns
- Work directly with press release writers / project leads on press releases
- Reach out to media outlets to share/promote albums, films and other campaigns
- Build the “Come To Life Media Master PR List” by building relationships with blogs, press, radio, and other relevant platforms.
- Do outreach & communication with media outlets
- Organize interviews & features with media outlets (example, set up an interview with artist and media outlet about their new album)
- Work on building strategic partnerships to team up with campaigns.
- Communicates frequently with Guayaki PR manager to ensure integration with all brand platforms.
- Provide consistent communication with CTL team on the status of various projects.
- Collaborate with the team on the management of CTL-specific social media platforms (including helping to enact social media campaigns, creating and implementing posts, proofreading posts, assistance in maintaining the social media calendar via Buffer, etc.)
- General proofreading including social media posts and other official outward-facing text (e.g. official documents, press releases, website posts and articles, etc.).

- Attendance of weekly team calls and larger Guayaki gatherings.

**Social Media Duties:**

- Work with project leads to come up with social media strategy for their projects
- Work with project leads to assemble and prepare social media for the campaigns
- Schedule and proof all social media content via buffer, and coordinate with posting partners
- Launch all social media post from Buffer to social media accounts.
- Interact with all social media posts, cementing, replies, and liking.
- Deliver all campaign content to strategic partners.
- Communicates frequently with the Guayaki social media manager to ensure integration with all brand social media outlets.

**Competencies:** To perform the job successfully, an individual should demonstrate the following.

- **Continuous Learning** - Assesses own strengths and weaknesses. Pursues training and development opportunities. Seeks feedback to improve performance. Shares expertise with others. Strives to continuously build knowledge and skills.
- **Customer Service** - Displays courtesy and sensitivity. Manages difficult or emotional customer situations. Meets commitments. Responds promptly to customer needs. Solicits customer feedback to improve service.
- **Planning & Organization** - Integrates changes smoothly. Plans for additional resources. Prioritizes and plans work activities. Sets goals and objectives. Uses time efficiently. Works in an organized manner.
- **Problem Solving** - Develops alternative solutions. Gathers and analyzes information skillfully. Identifies problems in a timely manner. Resolves problems in early stages. Works well in group problem solving situations.
- **Teamwork** - Balances team and individual responsibilities. Contributes to building a positive team spirit. Exhibits objectivity and openness to others' views. Gives and welcomes feedback. Puts success of team above own interests.
- **Use of Technology** - Adapts to new technologies. Demonstrates required skills. Keeps technical skills up to date. Troubleshoots technological problems. Uses technology to increase productivity.

**Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education/Experience:**

Experience with PR and Social Media; min 3yrs related training or combination of education and experience.

**Language Ability:**

Read, analyze and interpret business, professional, and technical documents. Write reports, business correspondence and social media posts. Effectively present information and respond to questions from co-workers, management, and the public.

**Mathematical Ability:**

Basic mathematical skills, including addition, subtraction, multiplication, division, and percentages.

**Reasoning Ability:**

Apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Deal with problems involving several concrete variables in standardized situations.

**Computer Skills:**

- Buffer
- Trello
- Google Suite
- Auto-Task Workplace (AWP)- Guayaki’s cloud storage system
- Instagram
- Facebook

**Certificates and Licenses:**

Not applicable

**Supervisory Responsibilities:** This job has no supervisory responsibilities.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is primarily from home office. Frequent travel is required.

**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.

- Regularly sit, stand, walk, reach with hands and arms, climb stairs, bend and stoop, crawl, kneel and use hands, arms, and legs for dexterity and balance requiring use of both arms and legs frequently.
- Use of computer and other sound and film equipment.
- Stand and walk for long periods of time.
- Lift and move up to 30 pounds.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

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**ACKNOWLEDGED: Cebador Signature**

\_\_\_\_\_  
**Date**

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**PRINT: Cebador Name**

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**ACKNOWLEDGED: Supervisor/Manager Signature**

\_\_\_\_\_  
**Date**

