Title: **Communications & Media Lead**

Hours: 30/week

Pay: $38/hr, plus $500/mo healthcare stipend

Total Annual Compensation: ~$60,000

Works: Remotely, with a preference for basis in San Francisco Bay Area

Reports to: Staff Collective

---

**Job Purpose**

This is a role for someone who aligns with the radically transformative visions that BPF advances, and possesses excellent skills of creative expression and community care. You will build on BPF’s current branding to expand and enhance our reach through digital and print media. You’ll be able to weigh in on decisions regarding programming, constituency, and network cultivation, ideally by leaning on your experience with intersections of spirituality and progressive politics, as well as your expertise with community-based media creation.

You’ll ensure that our media remains consistent with our values — including, but in no way limited to: compensating cultural workers, especially those historically under-compensated; fluently drawing from creative commons images while refraining from taking what is not freely offered; giving attention to representation, e.g., not all enlightened people look thin, light-skinned, or masculine of center; staying abreast of accessibility protocols for media, i.e. image descriptions, font size, and more; and reflecting the relevance of Buddhist wisdom to our real everyday movement lives.

The Communications & Media work you offer will serve as a shared watering hole — attracting and drawing together many beings from many directions. Communications & Media provide direct inspiration to our audience, while generating interest and economic support for BPF programming. You will continually refresh relationships with BPF community members, keeping them connected and up-to-date, while consensually lifting up inspiring spiritual-activist projects in the BPF network of spiritual-political practitioners. In collaboration with the Program Director, you’ll create fun, engaging ways for folks to connect to BPF as well as to like-minded others within the network. In other words, this role in its watering-hole dimension involves significant elements of relationship building and constituent cultivation, not just unidirectional content creation and dissemination.

We at BPF are blessed to have Programming that we are proud of. A Media Lead, motivated by love of social and ecological justice movements, will help share it beautifully with the right people, in the right ways, at the right time — generating fascinating, real, uplifting conversations and fostering a spirit of *sangha*, beloved community, along the way!
**Job Qualifications**

- Portfolio of graphic design and/or branding work
- Experience in progressive political spaces or organizations
- Familiar with Buddhist principles & practices (need not identify as Buddhist)
- Fluent with Wordpress, including basic HTML coding
- Proficient with MailChimp, Constant Contact, or other e-comms programs
- Proficient with basic video editing software and captioning
- Fluent with social media platforms including Facebook, Instagram, Twitter, etc.
- Familiar with intersectional anti-oppression movement culture(s) & language(s)
- Interest in or experience with cooperative organization and collective decision-making
- Self-organized with attention to detail
- Able to manage time, set and meet deadlines while maintaining anti-ableist flexibility
- Strong communication skills, ability to self-reflect, graciously give and receive feedback
- Strong skills to facilitate meetings and note-take at meetings, since we rotate roles in meeting facilitation, timekeeping, and note-taking
- Can participate in weekly, monthly, and quarterly Staff Meetings
- Ideal candidates possess the skill and desire to promote the beauty and potential power of spiritual-political work, without bypassing its challenges or human vulnerabilities.

**Work Culture**

We aim for a nondualistic balancing of the urgency of (r)evolutionary change, with the wisdom, compassion, and depth of non-doing. Meaning: we practice creating timelines, plans, strategies and tangible outcomes for liberation, and we also listen to our bodies, instincts, and ancestors to help us offer Right Effort without burning ourselves out. As staff, we support each other, and speak our needs, while also taking responsibility for the energy we bring and contribute to the group.

**Benefits**

While BPF is not yet able to offer healthcare benefits, we offer a $500 monthly health and wellness stipend. Staff working 25hrs/wk+ qualify for paid vacation and sick leave.

**COVID-19 Protocols**

We are maintaining the Buddhist Peace Fellowship office in a shared building in downtown Oakland. However, for personal and public safety, Buddhist Peace Fellowship staff are working remotely from our respective homes until further notice. All work-related travel is suspended or canceled, and we have made choices for public safety and accessibility to pivot more of our work online.
Communications & Media Lead
Main work areas

Program Marketing & Promotions
(R)
Uses media to support organizational fundraising, volunteer opportunities, program marketing

- Manages annual calendar for marketing & promotions (coord. with Program Director)
- Markets and promotes BPF’s seasonal and evergreen Online Courses
- Markets and promotes opportunities to apply for BPF programs like Block Build Be gatherings

Network Cultivation
(R, C)
Tracks and grows connections with/among constituents

- Collaborates with Program Director to enhance quality of connections between BPF and program participants
- Strategizes systems for BPF community members to connect more with each other, in coordination with Program Director

E-Newsletters
(A, R)
Coordinates, sends, and tracks approx. 2–4 E-newsletters per month

- Manages E-news calendar planning
- Coordinates with Staff to collect all elements in time for publication
- Creates and edits copy & graphics for E-newsletters, supplemented by Staff content
- Maintains and increases the organization’s average Open Rate for E-communications
Website
(A, R)
Maintains and updates organization’s website

- Uses Wordpress to maintain and update website
- Solicits, edits, and manages occasional original blog entries (4–10+ per year)
- Uses website to create short links and other social media collateral

Publishing Digital Events
(A, R)
Supports the recording, transcribing, and publishing of digital talks and events

- Obtains digital event recordings in coordination with Program Director
- Works with Program Director to maintain and improve systems for digital editing
- Works with Program Director to maintain and improve systems for transcription
- Publishes event recordings on appropriate digital platforms

Social Media
(A, R)
Expands reach, refines branding, deepens interactivity

- Facebook: grows audience from 14K to 20K+, increasing interactions while maintaining high quality of respectful conversation
- Instagram: grows audience from 1,200 to 10K+, toward a blue-check-certified account
- Twitter & others: explores prospective audience growth across other social media platforms
- Across platforms: moderates comment threads and manages direct messages / inboxes
- Across platforms: respectfully signal-boosts projects in alignment with BPF
- Across platforms: organizes volunteers to help thrive BPF’s social media presence
**Print Media**  
(A, R)  
Oversees creation and distribution of printed media

- Contracts and coordinates with graphic design specialists as needed
- Oversees all print media for End of Year (EOY) mailing & fundraising campaign
- Oversees all print media for other fundraising and donor gratitude campaigns (0–3 / yr)
- Annually refreshes printed Case for Support
- Annually refreshes printed Board Orientation materials

**Graphic Design**  
(A, R)  
Creates and coordinates original graphic materials for BPF

- (Primarily) able to create on-brand, original graphic materials
- (Occasionally) able to supervise volunteer or contracted artists to create on-brand graphics

**Non-Discrimination**

Buddhist Peace Fellowship does not discriminate in hiring. Black, Indigenous, and People of Color; working-class people; people with disabilities; trans, non-binary, Two-Spirit, and gender-nonconforming people; people fluent in languages other than English; queer people; fat people; femme people; those who have been demeaned for ‘unscientific’ or non-white forms of Buddhist practice and worship; and others living at the intersections of oppressions are encouraged to apply.