



EO Equals Community Consultant

EO Equals supports small businesses, helping them determine how employee ownership can help their business thrive

Led by its Governing Partners, [Evergreen Cooperatives](#) and [Project Equity](#) (and housed within Project Equity), EO Equals is a campaign to educate small business owners about the benefits of employee ownership (EO). The goal of the campaign is to expand the employee ownership movement, helping more small businesses thrive, empowering workers with higher quality jobs and building more equitable communities.

Consultant role

As the **EO Equals Community Consultant**, you will lead the execution of the EO Equals campaign, including helping to build and support a community of members throughout the employee ownership space.

What you will do

- **Build community.** You will implement strategies to grow membership through targeted outreach to potential members, clearly communicating the benefits of our campaign, actively engaging with prospects to encourage participation and building relationships that enhance community growth and involvement.
- **Engage members.** You will establish clear channels of communication with all members – Governing Partners, Allied Partners and Associate Partners, providing them with updates on the campaign's progress, alerting them to opportunities to promote EO and ensuring they have the tools and resources needed.
- **Coordinate awareness-building activities.** You will work with the firm who is tasked with media buying/advertising campaigns, providing materials and guidance.
- **Collect, distribute and engage leads.** You will be the initial point of contact for the leads generated by the campaign, responsible for answering any questions or distributing leads to the Governing Partners.



- **Manage the EO Equals website.** You will keep the site's content up-to-date, soliciting additional content from partners as necessary, collecting survey data and performing routine maintenance.
- **Assess campaign performance.** Monitor and share meaningful metrics to identify areas for improvement, elements that worked well and to measure impact.

How you work

- **You are goal- and results-oriented.** You make things happen. You are able to stay focused on and successfully achieve milestones. You are proactive in adjusting based on learnings in order to stay on track.
- **You take initiative.** You proactively identify gaps and develop solutions. You are comfortable figuring things out and being resourceful to meet your goals.
- **You're a team player.** You enjoy and are highly skilled at collaborating within and across teams.
- **You enjoy building relationships.** You enjoy and are skilled at engaging new partners and maintaining and strengthening relationships with existing partners.
- **You are passionate about making a difference** and supporting employee-owned businesses, and the idea of supporting small business owners is meaningful to you.

Areas where you shine

- **You are an organized project manager.** You are able to successfully manage multiple projects, partners, and milestones and keep internal teams on track towards project goals and deliverables.
- **You are a great communicator.** People enjoy engaging with you and you enjoy engaging with people. You can communicate complex concepts simply to diverse audiences via written materials, email, phone, and presentations, both in person and virtually.
- **You're experienced and comfortable working with a variety of stakeholders.** You understand how to tailor your communication and approach based upon the audience and their specific needs.



- **You enjoy learning.** You want to dive in and really understand employee ownership so that you will be able to get partners excited and educated about how their role can most effectively plug in to the mission.
- **You're humble and self-aware.** You're aware of what you know, and what you don't know, and are great at bringing in other people to round out your personal expertise.
- **You thrive in dynamic, evolving environments.** You're excited to work with a small, agile, and fast-moving team. You are flexible and nimble, able to operate successfully in a growth environment, and comfortable with change.

Requirements

- 3+ years of membership or community management experience
- 3+ years of project management experience
- Experience managing social media accounts and websites
- Knowledge of Microsoft Office and Google Suite
- Familiarity with Salesforce, Salesforce Marketing Cloud Account Engagement (Pardot) Hubspot and Hootsuite a plus
- Copywriting, digital marketing experience preferred

Compensation

This is a six month consulting position paying \$40 per hour not to exceed 20 hours per week without prior approval.

Location

We are looking for an individual based in the continental U.S. We work virtually, coming together regularly within and across teams for online meetings.



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To apply

Please use [this form](#) and submit the materials listed below. **All materials must be submitted by October 9, 2024.** If you have any questions, please contact Dallas Shelby, dallas@project-equity.org.

1. Narrative introduction and summary of relevant qualifications
2. Listing of previous clients/ projects relevant to community management and brand stewardship
3. Listing of core competencies and capabilities
4. Previous training, certifications or accreditations

Learn more at EOequals.org