

Job Announcement
Community Outreach Manager, *Chinook Book*
Minneapolis, MN

Posting Date: April 15, 2011

With a smart, fun aesthetic, *Chinook Book* has become a beloved consumer media brand promoting sustainable communities and shopping local. The parent company, Celilo Group Media, is seeking a dynamic individual to fill the role of Community Outreach Manager in its Minneapolis office.

Celilo has been a leader in local green media and promotions for the past decade. *Chinook Book* print, mobile and online products are unique localized green media promoting local and sustainable businesses and resources. The Community Outreach Manager develops and manages key relationships with local schools, non-profit organizations and merchants to successfully implement advertising and circulation sales and promotions.

Would friends and co-workers describe you as motivated, organized and creative? If so, this position may be for you.

Main Duties:

- Achieve advertising and circulation sales goals;
- With Twin Cities Market Director, design and implement a sales, distribution and promotion strategy for *Chinook Book* sold by local schools and non-profit organizations as a fundraiser in the Twin Cities area;
- Contact schools and non-profits through on-site visits, phone and written communication to obtain commitments for use of *Chinook Book* as a fundraiser;
- Prospect, establish and manage merchant account relationships;
- Work closely with fundraisers and merchants to optimize *Chinook Book* sales;
- Develop strategic partnerships to promote sales and general awareness of *Chinook Book*, including participation at school district and community-wide events and in-store demos at key retail accounts;
- Perform various administrative duties, such as using sales tracking tools, invoicing, answering telephones, creating documents, handling mailings and book deliveries;
- Assist with publishing duties such as researching and writing content for promotions and Celilo publications;
- Collaborate with Community Outreach Managers in other markets and Twin Cities Market Director to contribute to overall planning and strategy in the Twin Cities market;
- Demonstrate knowledge and enthusiasm for promoting local and sustainable businesses.

Requirements:

- Proven success setting *and* achieving sales goals;
- Proven account management experience;
- BA or BS degree required;
- Self-motivated, collaborative, solution-oriented, outgoing, positive, respectful personality;
- Merchandising, marketing or community outreach experience;
- Excellent communication skills, verbal and written;
- Comfortable developing relationships over the phone and face-to-face and working in a fast-paced environment;
- Strong organizational skills, attention to detail and keyboarding skills;
- Experience using Word, Excel and PowerPoint;
- Salesforce or other CRM system experience a plus;
- A basic understanding and strong interest in sustainability issues;
- Willing to work occasional evenings and weekends for in-store demos and special events;
- Ability to lift 30-lb boxes of books;
- Valid driver's license and access to a vehicle (mileage reimbursement provided).

This is a full-time, salaried position. Celilo Group Media offers a competitive benefits package including health (medical, dental, complementary care), retirement and paid time off. Please email letter of interest and salary requirements to mspjobs@chinookbook.net.