



Farmer Foodshare (FF) seeks candidates for the position of **Communications & Marketing Manager**.

Come join our team of highly motivated and caring professionals at Farmer Foodshare who envisions a vibrant food culture rooted in resilient food ecosystems through which our communities are food secure, all are nourished by locally sourced food, and local farms thrive. Our mission is to reshape the disconnected food system by increasing access to nutritious, local foods; building farmer capacity, particularly of BIPOC, women, and new farmers; and improving the health and nutrition of our local communities.

Compensation and Benefits

The position is an **exempt, year-round, “at will”** position.

The **base salary for this position is \$50,000/year** and a 3% cost-of-living increase is already built into the next two years.

We provide **excellent benefits** to all our full-time employees, including employer-paid health insurance, generous vacation and paid time off, and a 3% retirement match.

This position is mostly in-person in our downtown Durham office, but up to one day of remote work may be negotiated with your supervisor.

About Farmer Foodshare

We are a Durham, NC-based nonprofit that is reshaping the food system by removing barriers to growing and accessing local food. Our Food Hub Program creates markets for North Carolina farmers by buying their products, then selling them to local businesses and institutions, while also delivering fresh, healthy food to food insecure folks in our community.

We are an organization that works hard each day to fulfill our mission – but we also do our best to value and respect all team members. We provide generous benefits for all employees including fully paid health insurance and paid time off.

Position Summary

Farmer Foodshare’s **Communications & Marketing Manager** is a full-time, exempt position and is responsible for visioning and implementing our organization’s communications and marketing efforts.

The ideal candidate has prior marketing experience, demonstrable communications skills, and a passion for storytelling and brand management. We’re looking for someone who is proactive about pulling things onto their plate and taking responsibilities for a body of work, but who is also skilled at coordinating with others on and across teams.

The primary responsibilities for this position are managing communications on behalf of our organization, and taking the lead on marketing and outreach efforts to new and existing food hub

customers - but each team member is expected to pitch in and see that the work is done, so other miscellaneous duties may be assigned.

Our organization has an annual budget of \$1.5M and a small staff of 10. This position reports directly to the Development Director and will also work closely with the rest of the team to best communicate our organization's work.

This position requires reliable transportation, a valid NC driver's license (or the ability to obtain one upon hire), and the ability to work in person. Some travel is required, mostly local, and approved travel expenses will be paid for by the employer.

Here's what a typical full-time day might look like for this position:

In the morning you check your email first thing and make a plan for your day. You're working with the Development Director to schedule communications for the year-end campaign, so you spend time in Mail Chimp scheduling emails and making sure all the formatting and links are working properly.

You want to make sure we have fresh images to use in these emails and on social media, so you pop into the warehouse while volunteers are here for a produce box packing shift. You've already communicated with the Project Coordinator to ensure the volunteers have agreed to be photographed and signed a photo waiver. You also want to highlight the new late fall produce that's being included, so you work with the Warehouse Manager to get images of these items without disrupting their workflow. You spend time editing the images and videos you took, upload some to Instagram Stories for a behind-the-scenes look, and save all of them into our shared file system so they're accessible to the team.

In two weeks, you also have a newsletter going out, so after lunch you spend an hour planning out what sections you'll feature this month, and sending requests to other staff who might contribute content. You took beautiful photos of acorn squash and think our supporters would enjoy seeing a recipe that includes these. You update your editorial calendar to plan how that content will get distributed across our other communications platforms as well. This is your responsibility, which you understand and remember on your own without prompting, and you've made your own work-back schedule each month to ensure that you have enough time to pull all the pieces together in advance.

You had your monthly check-in with the Food Hub Team earlier this week, so you have an up-to-date list of prospective customers in Wake County. You take a few minutes to send some introductory emails to some new businesses on the list. You note that you've emailed one promising contact a few times and they aren't responding. You've been following them on social media and know they are really active there, so you try sending them a message that way. You learned from the Food Hub Team that one of our new customers placed their first order this week. You write a little thank you note and enclose some stickers and a fridge magnet for them and drop it in the mail. You log all this activity on your prospecting spreadsheet so that anyone, at-a-glance, could take a look and see where we are with these customers.

You then head over to the local printer and pick up a proof of a new rack card you recently designed with Food Hub staff input. This will be a key piece of the new farmer-focused sales kits we're developing. You want to be sure you have it on hand for tomorrow's staff meeting so you

can show it to the rest of the team and make any final edits before ordering a full print run.

Essential Experience, Technical Skills, and Competencies

- Two years professional experience in nonprofit or corporate communications required.
- Bachelor's degree is preferred educational minimum.
- Demonstrated familiarity with food system work and/or nonprofits preferred.
- Sales and marketing experience would be a plus.
- Excellent time management and punctuality.
- Organized and detail-oriented, with the ability to operate or create the sorts of systems that keep projects on track.
- Experience and skill at putting together newsletters, updating websites, creating flyers and other written materials, social media management, and using Excel spreadsheets.
- Experience with any of the following software and/or technology a major plus: Microsoft Teams, WordPress, Google Workspace, Squarespace, Mailchimp, Adobe Creative Suite, Canva.
- Reliable transportation and a valid, NC driver's license required.

Attributes

- You have a passion for our mission to bring fresh, local food to community members of ALL income levels.
- You've got the ability to communicate clearly and respectfully with people from all walks of life.
- You know how to make work-back schedules and set internal deadlines for the projects and tasks you're managing.
- You love putting together materials that communicate the heart and the mission of a project and an organization.
- People describe you as "the most organized person they know" and/or someone who "gets things done."
- You stay up to date on the marketing and communications best practices, but also know when to follow your instincts and try something new. You make decisions with intention.
- You're an upbeat, positive team player who will go the extra mile - but you also know how to set boundaries and maintain a healthy work/life balance.
- You're the kind of person who stays on top of everything, and you make sure nothing slips through the cracks.
- You're experienced and confident in your skills – but also eager to learn new things and acquire new skills.
- There will be some aspects of this job where you will need to take charge – but other aspects where you will need to take direction. You are comfortable in both roles!
- You pride yourself on knowing when you need to ask for help or guidance - and also when it is appropriate for you to act and make decisions on your own. You know what questions to ask to get a sense for this in new roles.
- You are eager to take on a new challenge with a growing organization that has internal career growth opportunities.

**We recognize that stellar employees come from many backgrounds and types of experience, and we don't want to discourage non-traditional applicants. If at least 80% of this position description sounds like it fits you, please consider applying. We commit to considering candidates on a case-by-case basis.*

Position Description – Full Time

- Lead the generation of online and print content that ensures Farmer Foodshare’s media presence is dynamic, relevant, and mission-driven.
- Create and coordinate content for monthly online newsletter. Other staff members may contribute to this, however the responsibility for ensuring it gets done is yours.
- Coordinate all media contacts and social media to create momentum for and awareness of our programs and activities.
- Identify new and innovative ways to enhance and expand our social media presence and outreach to various stakeholders.
- Take photos and videos of Farmer Foodshare events and activities, maintain these files for ongoing use, and edit and upload these to our website and social media outlets.
- Weekly social media posting, ongoing maintenance of social media channels (FB, IG, LinkedIn).
- Develop other print materials as needed, such as annual reports, brochures or rack cards, etc.
- Assist with the onboarding of new farmers, ensuring they receive all necessary marketing and sales materials, and that our communications pieces include their information.
- Create sales kits for customers and materials that help promote our farmers to the public both digitally and in print.
- Vision and create environmental marketing materials for farmers and wholesale customers.
- Work with Food Hub staff to identify prospective customers and form an ongoing outreach plan.
- Reach out to new and prospective customers, especially in Durham, Orange and Wake counties (we are eager to expand our customer base in Wake County, in particular).
- Provide ongoing content management, including where our farmers’ products can be purchased, and technical maintenance of our WordPress website and assist staff in troubleshooting website issues.
- Coordinate and create regular, topical, and timely content for our website or blog.
- Develop and compile monthly reports and web analytics to inform content creation; set benchmarks and goals to track progress and growth for internal and external data reporting needs.
- Develop, maintain, and uphold our branding and messaging guidelines in all digital and printed materials. Ensure these are fully communicated to our team.
- Support implementation and evaluation of campaign and communications plans. Seek out and help staff tabling opportunities and events where we can promote our work.
- Other communications-related tasks as identified.

Farmer Foodshare is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBTQ applicants.

Farmer Foodshare’s commitment to diversity extends to all levels of our organization and is endorsed, implemented, and monitored by our officers, board of directors and staff. Farmer Foodshare prohibits any discrimination in carrying out its mission on the basis of race, color, religion, sex, age, national or ethnic origin, disability, sexual orientation, or marital status. This includes all programs, projects, events, and any other related activity sponsored by Farmer Foodshare.