

Communications Manager

Who We Are

Youth. Food. Community. Three important issues intersect in one place: The Food Project. Here, we believe that food is a unique vehicle for creating personal and social change. Nothing else ties us so intimately to each other and the planet we share, affecting our health, the climate, culture, and poverty, and privilege around the globe. If we — young and old from all walks of life — can unite to change the food system, we can change the world. From our urban and suburban farms to our community education programs, we aim to do just that by bringing together youth and adults from diverse backgrounds who work together to build local and sustainable food systems.

Since 1991, The Food Project has built a national model of engaging young people in personal and social change through sustainable agriculture. Each year, we work with more than 120 teenagers and nearly 2,000 volunteers to farm on 70 acres in eastern Massachusetts in the towns and cities of Wenham, Lincoln, Boston, and Lynn. We consider our hallmark to be our focus on identifying and transforming a new generation of leaders by placing teens in unusually responsible roles, with deeply meaningful work. In addition, we help others grow their own food and provide training resources based on all we have learned.

What We Seek

The Communications Manager plays an important role, responsible for implementing our annual strategies for promoting TFP's mission and activities. This position reports to the Director of Donor Engagement and regularly collaborates on projects with members of our Organizational Support team. Graphic design and public relations consultants are also occasional members of the team, as needed.

The main focus of the role is on internally driven communications. We are primarily interested in creating and promoting engaging content about our activities and ideas, and being consistently and strategically in touch with various constituencies representing our multiple communities (donors, alumni, neighbors, Community Supported Agriculture shareholders, etc.).

Other aspects of this job, beyond implementing our communications strategies, include fielding requests from program staff and creating flyers to support their activities, documenting our youth program's farm-based events with our digital camera, and participating in a variety of staff meetings, including trainings focused on increasing the organization's understanding and practice of Diversity, Equity, Inclusion, and Belonging principles.

Responsibilities

Implementation (75%)

- Coordinate obtaining and creating content to share across multiple platforms, including monthly e-newsletter, weekly CSA shareholder updates, blog, social media, youtube channel, and more.
- Manage a variety of MailChimp projects and mass email list maintenance.
- Respond to media interview requests and coordinate other site visit inquiries.
- Ensure continuity of TFP's voice and visual branding across communication channels.
- Website content updating.
- Providing communications support for various projects (tbd) that support our development goals.

Strategy (5%)

- Analyze data to measure if strategies are effective.
- Collaboratively update existing communications strategies to better promote our mission and fundraising goals.

Management (10%)

- Support the work of an intern (an alumni fellow).
- Coordinate projects outsourced to graphic design and public relations consultants to ensure that project goals are met.

Other / Organizational Health (10%)

- Participate in annual planning, budgeting, and performance review processes.
- Attend all-staff meetings and trainings.
- Participate in TFP's diversity, equity, inclusion, and belonging initiatives.
- Participate in occasional special projects and perform other duties, as assigned.

Location & Schedule

Much of this job can be accomplished at a desk—either in an office or at home—using a laptop provided by TFP. In addition, each of our offices is accessible by public transportation. However, you must be able to provide your own transportation in order to travel, as needed, between our program sites and administrative offices in Boston, Lynn, Wenham, and Lincoln. There are very occasional evening and weekend responsibilities.

Qualifications:

- Must embrace TFP's mission, goals, and commitment to food justice.
- Committed to helping to foster an environment of equity and belonging.
- Committed to contributing to an organizational culture of learning and wellbeing.
- 3 years of successful communications and/or marketing experience.
- Excellent interpersonal and communications skills in English. Proficient communication in a language other than English is a plus.

- Significant knowledge of and/or demonstrated experience with digital communication tools and using analytics to inform strategy.
- Basic knowledge of InDesign, Adobe, and Squarespace (or equivalent software)
- Content development skills, including demonstrated experience writing copy and tailoring a message for multiple audiences.
- Team player who is self-directed and can work independently to oversee collaborative projects to completion, including measuring results.

Don't have every qualification? We are committed to building a diverse and inclusive organization. If you are excited about this role but your past experience doesn't align perfectly with the job description, we encourage you to apply anyway. We anticipate supporting your professional development.

Compensation

This is a full-time position with a salary commensurate with experience and skills. This position is eligible for health insurance benefits, 403B retirement plan, paid vacation and holidays, and other benefits, including a summer CSA share. The salary range is \$48,000 to \$60,000 per year.

Recruitment Process

Please send a resume and cover letter via email to: jobs@thefoodproject.org. In the subject line, write your name and the position, e.g. "Jordan Smith – Communications Manager."

We will review all submissions, identify viable candidates, and contact only those individuals selected to continue in the search process.

The Food Project is an Equal Opportunity Employer that is committed to creating an inclusive organization. We actively seek a diverse pool of candidates for this position.