

## What We Seek

The Communications & Marketing Associate plays an important role, responsible for implementing our annual strategies for promoting TFP's mission and activities. This position reports to the Director of Institutional Relations 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.

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, program participants, alumni, neighbors, recipients of our produce, etc.).

Other aspects of this job, beyond implementing our communications strategies, include fielding requests to develop marketing campaigns, documenting our youth programs, and participating in a variety of staff meetings, including trainings focused on increasing the organization's understanding and practice of Diversity, Inclusion, Belonging, and Equity principles.

## Responsibilities

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### Implementation (80%)

- Create content to share across multiple platforms, including our e-newsletter, social media channels, annual report and website
- Design marketing campaigns, including visual materials to promote our events and programs
- Make updates to our website
- Respond to media interview requests and coordinate press inquiries
- Support program staff with annual recruitment for Seed Crew — our introductory program
- Ensure continuity of TFP's voice and visual branding across communication channels
- Providing communications support for various projects that support our development goals.

### Administration (10%)

- Budget, Annual Planning, Data Collection and Input - oversee respective budgets, build respective annual plans, review variance reports, data collection and entry, finance allocation, and Paychex management.
- Recruitment - build, maintain and implement respective recruitment processes for ongoing full time and seasonal positions amongst the team as necessary.



## The Food Project

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### The Food Project (TFP)

### TFP Values

### Diversity, Inclusion, Belonging, Equity (DIBE)

### Land Acknowledgement

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### Position:

Communications & Marketing  
Associate

**Salary Range:**  
**\$45,000 to \$48,000**

### Employee Benefits

- Meetings - Participate in all-staff meetings, training, and provide cross-department support.

### **Organizational Health (10%)**

- Participate in our justice, equity, diversity, and inclusion initiatives.
- Prepare and participate in structured, regular feedback sessions.

### **Qualifications**

- Content development skills, including demonstrated experience writing copy and tailoring a message for multiple audiences.
- Experience running social media channels
- Basic foundational knowledge of graphic design principles and comfort with applications like Canva and/or Adobe suite
- Ability to manage a content, promotion and publication calendar
- Ability to prioritize completing core tasks while managing a queue of support requests
- Preferred 1 year of project management experience — first-hand involvement in initiating, planning, executing, controlling, monitoring, and handing over a project.
- 21+ years of age with a valid driver's license and clean driving record (required for use of TFP vehicles)
- Experience leading groups safely and productively
- Experience working in multicultural community settings
- Able to pass a CORI/SORI background check

### **Nice-to-have skills**

- Experience with still photography and/or videography
- Knowledge of website applications like Wordpress/Squarespace/MailChimp

### **Location & Schedule**

Much of this job can be accomplished at a desk — typically Tuesday/Wednesday/Thursday in one of our offices and Monday/Friday at home, using a laptop provided by TFP. 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 farms and administrative offices in Boston, Lynn, Wenham, and Lincoln.

The position includes some evening and weekend responsibilities — typically fewer than one per month.

## **Recruitment Process**

Please send resume, cover letter and 3-item portfolio of your choice via email to: [jobs@thefoodproject.org](mailto:jobs@thefoodproject.org). In the subject line, write your name and the position for which you are applying, eg: "Jordan Smith – Full JOB TITLE".

We will review all submissions, identify viable candidates and contact ONLY those individuals selected to continue in the search process. The position will be filled when a desired candidate is found.

**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.**