



Communications and Outreach Manager

The Communications and Outreach Manager is responsible for the planning, development and implementation of the organization's external communications, public relations, and community outreach & education. The Communications and Outreach Manager reports to the Executive Director (ED).

This position begins on 5/3/2020. There will be an on-boarding period from June through September 2020 when this person will get to know Slow Food programs by working at The People's Market and at the Slow Food Farm Stand. The remaining time through the summer will be spent doing communications and outreach work alongside our current marketing contract employee. Starting this fall, and moving forward, this position will switch gears and become focused primarily on communications and outreach.

Duties and Responsibilities

Communications:

- Work with staff to develop, implement and evaluate a communications plan. Set goals and track performance.
- Ensure mission relevant and cohesive branding/messaging across all outward communications.
- Oversee all media relations and press contacts, and represent the ED when necessary.
- Manage and create event and program marketing content including press releases, social media, e-blasts, community calendars, flyers, invitations, radio interviews, etc.
- Manage and create original marketing collateral, working with Marketing and Communications Committee (board-based committee) and design contractors as needed.
- Chair the Marketing and Communications Committee.
- Work with staff on the Annual Impact Report.
- Manage website.

Outreach and Education:

- Strategically focus messaging to increase community awareness of the Slow Food mission and vision.
- Produce the monthly educational newsletter working with staff as needed.
- Manage the Veggie Voucher Program, seeking out engagement opportunities within the community.
- Work with staff to plan and execute events.
- Assist with kids programming as needed.
- Work with staff to help run the Summer People's Market (primarily 2020).
- Work with staff to help run the Summer Slow Food Farm Stand (primarily 2020).

General:

- Maintain in-depth knowledge of Slow Food programming and current events.
- Work with staff to capitalize on all opportunities to promote Slow Food work.

- Manage the allocation of marketing-based sponsorship benefits.
- Support fundraising efforts as needed.
- Other duties as assigned by ED.

Qualifications

- Shared Slow Food “good, clean and fair food” values.
- Hard working, detail-oriented, personable, organized, open minded, with integrity.
- Demonstrated strong oral, written and visual communication skills.
- Three years experience in communications, marketing, community outreach or related fields.
- Ability to balance various projects and budgets simultaneously, to meet deadlines, and triage tasks and priorities under pressure.
- Ability to create original online and printed marketing content, or a willingness to learn.
- Proficiency in Google Drive, Word and Excel.
- Working knowledge of Adobe Creative Suite or other design software, or willingness to learn.
- Experience in education, gardening, cooking, farmers markets, food or agriculture encouraged.
- Prior non-profit experience encouraged.

Salary commensurate with experience

This position is full time, averaging 40 hours/week, salaried, exempt, and at-will

Benefits

- Healthcare stipend
- Some scheduling flexibility depending on season and performance
- Vacation: starting at 15 days/year + federal holidays
- Discounts on local food