



COMMUNICATIONS COORDINATOR

Updated: October 2023

WHO WE ARE: FRESHFARM builds a more equitable, vibrant, sustainable, and resilient food future for the region by producing innovative solutions in partnership with local communities and organizations in the DC area. We create food access, economic development, and community building through hands-on education, farmers markets, and distribution programs. FRESHFARM's Communications team supports the work of the entire organization, managing all external and internal communications. The Communications team works directly with the program departments to amplify their work and share FRESHFARM's impact on the Mid-Atlantic food system.

WHO YOU ARE:

- A creative and agile communicator with experience in social media management, as well as visual and written content creation and design.
- Comfortable managing multiple projects with competing deadlines, exceptional organizational skills, and a keen eye for details.
- Excited to use writing, photography, and video to tell the stories of our stakeholders and program participants and meet the needs of a dynamic and fast-growing organization.
- A passion for farmers markets, food access, food education, regional agriculture, and/or local food systems is preferred.

WHAT YOU'LL DO: The Communications Coordinator reports to the Deputy Director of Communications and is responsible for managing FRESHFARM's social media accounts and weekly Market Basket newsletter, and working with our program teams to share FRESHFARM's impact via multiple communications outlets. Primary job responsibilities include:

- **Social Media Management (25%):** Develop content for FRESHFARM's social media channels.
- **Newsletters (25%):** Write weekly Market Basket newsletter for 18,000 subscribers.
- **Design (20%):** Create new design materials, update existing materials, and support staff in developing materials in Canva and Adobe Creative Suite (InDesign, Photoshop, Illustrator).
- **Program Promotion & Communications (20%):** Support program staff in developing outreach materials and promotional activities.
- **Website (10%):** Update and maintain website (powered by WordPress).

THE PERKS:

- Work with a collaborative, fun, and welcoming team. You will never be bored, you will laugh a lot, and you will be encouraged to flex your creative muscles!
- Gain daily exposure to all aspects of our regional food chain.
- Be mentored by seasoned professionals and develop robust nonprofit communications skills.

THE DETAILS:

- This is a full-time, non-exempt position compensated with an annual salary of \$52,000-\$60,000.
- This employee will typically be expected to work Monday - Friday during normal business

hours. This role will require some weekend hours to monitor social media accounts and visit weekend markets to develop content. Weekday hours may be adjusted to compensate.

- The person in this role must work from the FRESHFARM office (currently located at 1100 15th Street NW) for a minimum of two days a week, eight hours a day. Remote work is permitted, with approval, and longer periods of remote work may be arranged on a case-by-case basis.
- All full-time employees receive 72 hours annual sick leave, 11 annual holidays (8 hours each), 3 floating holidays per year, and 80 hours of annual vacation leave (with increases after 3 years of service). Also eligible for 12 weeks paid parental leave, 2 weeks prenatal leave (through DC paid family leave), and bereavement leave (as needed).
 - Typically, offices close for a 1+ week winter break, which includes paid time off for salaried employees.
- 100% employer-covered healthcare, life insurance, AD&D, short-term and long-term disability, and an employee assistance program (EAP) for the employee; generous employer coverage for vision and dental; eligible to contribute to a 403b plan (opt-in; Roth or post-tax).

PHYSICAL & OTHER REQUIREMENTS:

- Minimum 2-3 years of experience in communications, marketing, or a related field, with experience in social media management and visual & written content creation and design.
 - Digital marketing and/or website management experience is preferred
- This position is a stationary / desk-based job, with frequent outings to our program sites, including schools and farmers markets.
- Must be fully vaccinated against COVID-19, in order to use FRESHFARM office.
- Access to a personal smartphone with high-quality photo and video capabilities is required; a \$25/month tech stipend is provided for use.
- This role requires access to a personal laptop with 8GB RAM & webcam. FRESHFARM will provide a triennial stipend of \$1,000 to maintain or purchase such a personal device, as needed.

HOW TO APPLY:

- To apply, complete the application form at this link (requires resume):
bit.ly/FRESHFARMCommsCoord
- Applications submitted by 11/12 will be considered with priority, applications close 11/19.
- Candidates can expect a response by 12/8. Candidates should expect to participate in a first-round interview and may be invited to complete a final round task and interview and provide two professional references, which will be checked before a final offer.

EQUAL OPPORTUNITY EMPLOYMENT: FRESHFARM is an equal-opportunity employer. We are committed to diversity and building an equitable and inclusive workplace for people of all backgrounds and experiences. **We encourage members of traditionally underrepresented groups to apply, including people of color, LGBTQ+ people, veterans, and people with disabilities.** We do not discriminate and will take affirmative action measures to prevent discrimination against any employee or job applicant on the basis of race, color, national origin, gender, gender identity, gender expression, sexual orientation, age, religion, creed, disability, or veteran status in the following areas: employment, recruitment, or advertisements for employment; compensation, termination, upgrading, and promotions; any other conditions of employment.