Virginia Fresh Match Communications Coordinator

Virginia Fresh Match (VFM) seeks candidates for the role of a part-time Communications Coordinator.

Position Details

- Contract position, 10-15 hours per week, flexible schedule with expectation to attend weekly and monthly meetings; see Communications Coordinator Roles and Responsibilities for more detail
- Hourly rate: $25-40/hr depending on experience
- Remote 95%, in-person 5%; see Position Overview for more detail
- Some travel for in-person meetings across Virginia is required
- Reports to the Director of Virginia Fresh Match
- This is a grant funded position; the Contractor will provide for their own technology needs

About Virginia Fresh Match

The VFM Nutrition Incentive Network is a collaborative network of food system leaders and community food outlets. VFM disseminates funding and resources for nutrition incentive programs that increase SNAP participants’ ability to buy nutritious fruits and vegetables at our partner outlets (farmers markets, community grocery stores, food co-ops, mobile markets, community-supported agriculture programs, and farm stands). VFM operates with a shared governance model and our leadership is shared by organizations across the state, committed to responsive action rooted in the changing needs of our community partners. Local Environmental Agriculture Project (LEAP, a Roanoke-based 501c3 nonprofit) serves as the fiscal agent of VFM grants. Founded in 2009, LEAP strives to nurture an equitable food and farming system that prioritizes health and abundance. LEAP programs include two farmers markets, a mobile market, an online marketplace, a farm share, a food hub, a commercial kitchen, three community gardens, and robust nutrition incentive programs. LEAP also works with community partners from across the region on initiatives that promote farm to community and food system
Position Overview
VFM will undergo a rebranding in 2024 and would like to offer improved resources to its outlets, advocate for policy change and continued funding at the state level, and spread awareness of its mission, goals, and priorities to new markets, farmers, customers, and supporters. Key to this work is a dedicated Communications Coordinator, someone who can oversee a strategy for strengthening the identity of VFM and do the day-to-day tasks that turn vision into reality.

The VFM Communications Coordinator will work collaboratively within our leadership to support marketing and communications across the Network. The Coordinator can work remotely and will need to visit regions across Virginia a few times per year to meet with and support partners and represent the Network. Although this position is remote, preference will be given to candidates within Virginia and nearby states. Prior experience in local food systems and/or food assistance programs is preferred but not required.

Primary Roles and Responsibilities:
The Communications Coordinator is a contractor for LEAP, the fiscal agent of VFM grants. The Communications Coordinator reports to the VFM Director and will work collaboratively with the VFM Management Team. Communications Coordinator roles and responsibilities include:

1. **Manage and update the VFM Website and communications databases.** The Communications Coordinator should have experience in basic web design (e.g. WordPress) and email marketing services such as MailChimp.

2. **Provide leadership and direction to the VFM Marketing Working Group,** a group that is tasked with creating Network marketing materials to be used by VFM outlets, training Regional Leads and partner outlets on how to use the materials, working on a plan/platform to make marketing materials available and accessible to all outlets, and evaluating the effectiveness of the resources created. The Communications Coordinator will co-lead the VFM Marketing Working Group, which meets once per month.

3. **Create and/or review outward facing communications of the Network.** This includes drafting press releases, event flyers, assisting with the yearly Impact Report, facilitating the VFM quarterly newsletter, creating materials to support fundraising efforts, and compiling other resources as needed. The Communications Coordinator should have experience in basic graphic design, including Canva.

4. **Manage and moderate VFM social media channels.** The Communications Coordinator should have experience creating content on various social media platforms (Instagram, Facebook, LinkedIn, and YouTube). Social media management will include following
outlet, agency, and partner accounts, monitoring what peer organizations are posting, sharing posts and information from outlets and agencies, and posting original content that helps connect a VFM community and raise awareness of VFM’s work. Expectations would be that the Coordinator would post 3-4 times per week.

5. **Attend regular VFM leadership meetings** to discuss communications strategy and implementation plans. The Communications Coordinator will attend one weekly Management Team meeting, one monthly Marketing Working Group meeting, and one monthly Leadership Team meeting.

6. **Improve and standardize communications processes** as VFM undergoes a rebranding effort. The Communications Coordinator will be in charge of creating a photo and/or video archive to be used in promotional materials and social media content, creating basic clear statements about VFM that can be shared externally, and maintaining VFM’s listings in prioritized directories, for example.

**To apply,** submit a resume and cover letter via [this application form](#). If in previous work you have written a newsletter, designed a marketing material, or other outward-facing communication, please share as a sample.

- **Priority Deadline: October 11, 2023**
- **Application window closes October 18, 2023**
- Anticipated start date: January 2024
- Questions? Please contact the Director of Virginia Fresh Match, Lanae Hood: [lanae@virginiafreshmatch.org](mailto:lanae@virginiafreshmatch.org)

Equal Employment Opportunity:

*LEAP does not discriminate in its recruitment, hiring, or employment practices on the basis of race, color, religion, national origin, sex, sexual orientation, gender, marital status, veteran status, age, disability, genetic information or any other classifications prohibited by law.*