Job Posting: Communications Manager

Mission
Yellow Farmhouse Education Center uses culinary and farm-based education to connect people to each other and to where their food comes from so that we can cultivate a shared commitment to supporting a local, sustainable food system accessible and affordable to all. As a nonprofit organization, we engage with various stakeholders including local farmers, teachers, community members, government bodies, and donors to promote and advocate for a better food future.

Job Summary
We are seeking a passionate and skilled Communications Manager to join our team. This role is critical for articulating our mission, projects, and impact with a diverse audience through engaging content and effective communication strategies. The ideal candidate will be responsible for crafting compelling narratives across multiple channels, supporting fundraising efforts, and maintaining strong relationships with program partners, board members, and donors.

Responsibilities

Content Creation & Management
- Develop, write, and edit communications materials including, but not limited to, newsletters, press releases, annual reports, and marketing copy that reflect our mission and initiatives.
- Manage content calendars to ensure timely publication of materials.
- Create compelling and effective marketing materials to support fundraising campaigns, programming, and other organizational initiatives.

Stakeholder Engagement
- Collaborate with Yellow Farmhouse staff and programming partners to gather information and stories for communications.
- Maintain and enhance communication with partners, audience, board members, and donors through regular updates and targeted campaigns.
- Prepare briefing materials and presentations for spokespeople and senior management.
Fundraising Support

- Develop materials to support fundraising activities, including donor appeals, fundraising event promotions, and impact reports.
- Assist in crafting proposals and reports for current and prospective funders.

Digital Communications

- Manage organization’s website content.
- Oversee social media accounts, including content creation and community engagement to boost visibility and supporter engagement.
- Analyze engagement across various platforms and adjust strategies accordingly to improve reach and impact.

Media Relations

- Build and maintain relationships with media to enhance coverage of the organization’s efforts and successes.
- Prepare press kits and coordinate media inquiries and interviews.

Qualifications

- Bachelor’s degree in Communications, Journalism, Public Relations, or related field.
- At least 2 - 3 years of experience in a communications role, preferably in a nonprofit or advocacy focused environment.
- Strong writing, editing, and verbal communication skills.
- Experience managing social media platforms and content management systems.
- Proficient in digital marketing and public relations.
- Ability to work collaboratively in a dynamic, mission driven environment.
- Passion for food justice, sustainability, and community development.

Benefits

- Part-time, up to 30 hours per week at $28 per hour
- Flexible schedule
- Taxable stipend toward health insurance

To Apply

Please submit a resume, cover letter, and two writing samples that best demonstrate your suitability for this position. Applications should be sent to info@yellowfarmhouse.org. We
encourage applications from individuals of all backgrounds and are committed to creating an inclusive environment for all employees.

Application Deadline
Applications will be accepted until May 30, 2024.

We look forward to learning how your skills and passions align with the goals of Yellow Farmhouse. Join us in making a meaningful impact in our food systems and farm communities!