



FARMERS MARKET COALITION

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Communications Manager

The Communications Manager is a full-time (40 hours per week), remote, exempt salaried position reporting to the Executive Director. This position is in charge of overseeing the communications and marketing direction for FMC's year round programs, ensuring that messaging is consistent and engaging. The Communications Manager will support FMC's communications strategies, lead the coordination and execution of major marketing and communications campaigns, media relations and sponsorship engagement. This position supervises communications staff and collaborates with staff across all of FMC's program areas.

About FMC:

The Farmers Market Coalition (FMC) is a 501(c)(3) nonprofit dedicated to strengthening farmers markets across the United States so that they can serve as community assets while providing real income opportunities for farmers. The mission of FMC is to strengthen farmers markets for the benefit of farmers, consumers, and communities.

Because FMC is a remote organization, team members are based throughout the country, collaborating through video chat software and phone meetings often. Employees may be located anywhere that they have sufficient access to internet and phone service, and must be self-motivated and comfortable working independently.

Responsibilities:

- Plan and manage the design, content, and production of all marketing materials
- Develop and implement effective communication strategies that build social media engagement, increase donor stewardship and programs
- Shape, manage and drive the implementation of a successful fundraising strategy to support organizational and project development needs
- Build and maintain cooperative relationships across print, broadcast, and online media outlets.
- Create informative and interesting press outreach and media relations around campaigns, policy goals, and program work
- Supervise the communications staff
- Supervise projects to guarantee all content is publication-ready
- Lead training opportunities and resource development for communications and marketing skills for farmers market operators
- Work closely with the Executive Director to coordinate a national communications campaign for National Farmers Market Week (NFMW)
- Recruit sponsors, coordinate NFMW sponsor deliverables and lead engagement with sponsors
- Respond to communication-related issues in a timely manner
- Manage logistics for printing and shipping of merchandise and promotional materials
- Support development team in drafting relevant grant and sponsorship proposals

Position Outcomes:

- Increase member and constituent engagement
- Raise the profile of farmers market managers as critical components of the food system
- Increase the public perception of the value of farmers markets within their communities
- Grow the image of FMC as a leading expert in the field of farmers markets while developing the organization's public recognition
- Increase member and constituent engagement
- Raise the profile of farmers market managers as critical components of the food system

Required Qualifications:

- Passion for farmers markets, regional food systems, and/or sustainable agriculture.
- Self-motivated, ability to meet deadlines, adaptable, enthusiastic to learn and grow.
- Detail-oriented and ability to produce work that is clear, concise, accurate, and well-organized
- Ability to take initiative and work independently, but with a commitment to teamwork.
- Ability to learn quickly in a fast-paced, remote work setting
- Strong writing, editing, and verbal communication skills
- Excellent computer literacy skills

This position reports to: Executive Director

Hours: 40 hours per week

Compensation:

\$57,876.00, Benefits include paid time off, a monthly health insurance stipend, and monthly office stipend.

Application deadline- November 14, 2022

Farmers Market Coalition encourages candidates from all backgrounds to join our team. We believe that a diverse workforce enhances our ability to fulfill our mission and grow as an organization. We are committed to creating an equitable and inclusive work environment where each employee's contributions are recognized, valued, and celebrated.

FMC is proud to be an equal opportunity employer. We do not discriminate based upon race, religion, color, national origin, gender, sexual orientation, age, physical or mental disability, or other applicable legally protected characteristics. Over and above our commitment to nondiscrimination, FMC actively seeks to employ members of the community who have experienced poverty or food insecurity and members of historically marginalized groups.