



## Communications and Advocacy Manager

### About Us

[Family Farm Action Alliance](#) is a thought leader, policy developer, and network builder for farmers and ranchers, food chain workers, consumers, organizations, and policymakers up and down the food supply chain. We are working to build a sustainable, inclusive economy in which everyone has the right to share in the prosperity they help build while respecting our land, natural resources, and neighbors around the world.

### The Position

Reporting to the Vice President, the Communications and Advocacy Manager will execute the strategy to consistently articulate Family Farm Action Alliance's mission and engage constituents into meaningful action. The Communications and Advocacy Manager will help ensure that the organization is viewed as the primary source, disseminator, and conduit of information within our diverse network, constituent base, and those we strive to influence.

### Responsibilities

- Collaborate with the team to generate digital, video, audio, and print content that engages audience segments and leads to measurable action
- Develop, distribute, and maintain print and electronic collateral including, but not limited to, newsletters, brochures, blogs, letters to the editor, editorials, social media, and website content, ensuring that new and consistent information (articles, stories, and events) is posted regularly
- Research emerging issues to be used for content
- Assist in developing brand voice, and maintain brand integrity across all platforms
- Track and measure engagement across various platforms and make data-driven decisions
- Develop and post content across social media platforms and track engagement to identify successful campaigns and areas for improvement
- Manage e-newsletter and other email communications
- Manage media relations and develop contacts with members of the press, influencers, and community leaders; secure strategic content placement in print, broadcast, blogs, and other online sources
- Coordinate and organize meetings, virtual presentations, webinars, and other gatherings that raise awareness of the organization's issues, work, and brand
- Work with supervisor to build new web pages, post blogs, and make other updates and edits to the website as needed
- Provide support on grant writing and reporting and help to nurture relationships with funders
- Other duties as assigned

This position also has the opportunity to carry the same title and duties at Family Farm Action Alliance's political partner organization, [Family Farm Action](#). This opportunity will be discussed during the interview process.

### **Qualifications**

- Strong knowledge of food and agriculture system issues, especially as they relate to rural communities, and willingness to build issue knowledge where needed
- Demonstrated commitment to racial equity and an understanding of how effective communications can advance justice
- Three years' experience in strategic communications and outreach for policy campaigns
- Undergraduate or Masters degree
- Proficiency with EveryAction CRM (or similar CRMs), Google Suite, Microsoft Office, Zoom, Wordpress, Google Analytics, YouTube, and social networking platforms
- Excellent writing and communication skills
- Demonstrated ability to work both independently and collaboratively; we work remotely but also depend on team members to be responsive and accountable to each other
- Strong project management skills and ability to work on multiple timelines
- Highly organized and detail oriented
- Ability to thrive in a fast-paced environment with changing priorities, demanding Congressional, administrative, and legal deadlines, and unpredictable corporate actions to respond to
- Willingness to travel domestically several times a year

Candidates who may not meet all of the qualifications are encouraged to apply if they believe this position would be a good fit for their experience.

### **Salary**

\$53,500-\$58,000, commensurate with experience. This is a full-time, remotely-based, exempt position.

### **To Apply**

Please send a cover letter, resume, and writing sample to [info@farmactionalliance.org](mailto:info@farmactionalliance.org) and include "Communications and Advocacy Manager" in the subject line. Interviews will be conducted on a rolling basis. Due to high volume, we are unable to respond to all inquiries and will only contact those candidates selected for consideration.

Family Farm Action Alliance is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, age, religion, gender, marital status, sexual orientation, disability, veteran status, political orientation, or any other characteristic protected by federal, state, or local law. We strongly encourage people of color, LGBTQ individuals, and veterans to apply.