



Family Farm
Action Alliance



Family
Farm
Action

Digital Advocacy Manager

About Us

Family Farm Action Alliance and Family Farm Action leverage research, policy development, advocacy campaigns, and political expertise to achieve a democratized food and agriculture system in which independent actors hold power, rather than a consolidated few. We are joined in our movement by farmers, ranchers, rural communities, food system workers, policymakers, advocates, and anyone who eats. We envision a fair, inclusive, and competitive food and agriculture system that respects our land, natural resources, and neighbors around the world.

Family Farm Action Alliance is a tax-deductible charitable 501(c)(3) organization that formed as an affiliate organization of Family Farm Action, a political nonprofit 501(c)(4) organization. Together, our two organizations represent a seamless chain of action from research and policy development, to the adoption of the policy through legislative action by elected officials who support our vision.

The Position

Reporting to the President and in collaboration with the team, the Digital Advocacy Manager engages like-minded organizations, influential constituencies, policy makers, and other targeted audiences through a variety of platforms, with a special emphasis on social media. By executing successful campaigns that directly connect our networks with decision-makers, the Digital Advocacy Manager will help ensure that the organizations are viewed as the primary information source and political leader within our diverse network, constituent base, and those we strive to influence. The Digital Advocacy Manager works for both Family Farm Action Alliance and Family Farm Action.

Responsibilities

- Collaborate with the team to develop, execute, and monitor targeted, data-informed advocacy campaigns that further the organizations' policy goals
- Manage calendar of upcoming topics, news and milestones, and external opportunities to guide content planning
- Collaborate with the team to coordinate and organize strategic meetings, virtual presentations, webinars, and other gatherings that raise awareness of the organization's issues, work, and brand
- Write and edit campaign plans, email action alerts, SMS alerts, digital ad copy, creative narratives, online video scripts, social media copy, copy for graphics, donation solicitations, and more, maintaining brand voice across all platforms
- Develop and manage content across social media platforms and track engagement to identify successful campaigns and areas for improvement

- Manage social media relations and develop contacts with members of the press, influencers, and community leaders' social media accounts
- Track and measure engagement across various platforms and make data-informed decisions
- Strategize and execute ways to grow and diversify our supporter list and keep new audiences engaged on our issues through traditional and non-traditional advocacy tactics
- Collaborate with the team to amplify the organizations' role in major and minor policy developments
- Coordinate and support communications projects, outreach, and products as needed
- Provide support for grant writing, assist in development of grant reports summarizing the results of multi-channel campaigns, and help to nurture relationships with funders through regular communications
- Other duties as assigned

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
- At least four years professional experience in digital advocacy or organizing, ideally with experience working on local, state, or national advocacy causes and/or political or electoral campaigns
- Able to work well in a team environment, handle multiple assignments, and meet deadlines
- Must be a creative and strategic thinker with good judgment and ability to make independent decisions in a changing environment
- Attention to detail and problem-solving skills
- Knowledge of digital engagement best practices is critical
- Strong writing and editing skills, including experience writing direct response advocacy emails, and the ability to adapt writing styles to a pre-existing voice
- Understanding of copywriting best practices, demonstrated ability to produce copy that is clear, compelling, and motivating, and ability to turn around copy on a same-day, rapid-response basis
- Strong communication skills, including the ability to coordinate well with organizational leaders, local advocates, partners, allies, etc.

Compensation, Hours, and Location

This is a full-time remotely-based position. Compensation is \$53,500-\$58,000, based on experience. A monthly \$300 healthcare stipend is provided.

Application Instructions

Please submit a cover letter, resume, and writing sample to info@farmactionalliance.org with the subject line "Digital Advocacy Manager." Email materials in Word or PDF format only. All communications will be treated confidentially. Resume review begins immediately.

Additional Organizational Information

Family Farm Action and Family Farm Action Alliance are committed to advancing diversity, equity, and inclusion, both in our work and in our workplace. We believe that celebrating and actively welcoming a diversity of voices and perspectives is essential to solving the pressing issues of today, and we encourage applications from candidates whose identities have been historically under-represented in the farm and food movement. We are an equal opportunity employer and do not discriminate in hiring or employment on the basis of race, color, religion, gender, gender identity or expression, marital status, sexual orientation, national origin, citizenship, age, disability, veteran status, or any other characteristic protected by federal, state, or local law.