



Communications Coordinator

About Us

Farm Action and Farm Action Fund 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.

Farm Action is a tax-deductible charitable 501(c)(3) organization that formed as an affiliate organization of Farm Action Fund, 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 Communications Director and in collaboration with the team, the Communications Coordinator executes and monitors targeted, data-informed campaigns that further the organizations' policy goals. The ideal candidate is a strong writer and detail-oriented team player who's motivated to learn and grow. Initially focused on supporting campaigns and monitoring the performance of communications channels, this position has room for growth into more responsibilities.

The Communications Coordinator works for both Farm Action and Farm Action Fund. While motivated by the same core values for a just food system, Farm Action and Farm Action Fund operate independently of one another and each organization has its own board of directors.

Responsibilities

Social Media

- Develop and manage content across social media platforms
- Manage social media relationships, developing contacts with members of the press, influencers, allied organizations, and community leaders' social media accounts
- Track and measure engagement across multiple platforms to identify successful campaigns and areas for improvement
- Manage calendar of upcoming events, milestones, and external opportunities to inform content planning

Outreach and Advocacy

- Assist communications team in conceptualizing, writing, editing, and distributing email action alerts, newsletters, blogs, digital ad copy, creative narratives, online video scripts, social media copy, copy for graphics, donation solicitations, and more, maintaining brand voice across all platforms
- Research ways to grow and diversify the organizations' supporter lists and keep new audiences engaged through traditional and non-traditional advocacy tactics
- Provide support to policy staff toward the production of educational and advocacy materials that clearly communicate the organizations' positions and expertise
- Collaborate with the entire team to coordinate, execute, and promote strategic meetings, virtual presentations, webinars, and other gatherings that raise awareness of the organization's issues, work, and brand

Fundraising and Administration

- Provide editing and research support for grant writing and reporting
- Other related assignments as necessary

Qualifications

- Commitment to and enthusiasm for Farm Action's mission
- 2 - 3 years of experience in communications or advocacy-oriented roles
- Demonstrated commitment to racial equity
- Knowledge of food and agriculture system issues preferred, especially as they relate to rural communities, and willingness to build issue knowledge where needed
- Deep knowledge of social media publishing and analytics tools
- Facility with office and remote work software: Zoom, Google suite, MS office
- Organized, detail-oriented, and methodical
- Strong written and verbal communication skills
- Proactive; enjoys being a driver of a process and working independently as well as in a team in a remote-first workplace
- Occasional travel required

Compensation, Hours, and Location

This is a full-time remotely-based position. Compensation is \$52,000-60,000, based on experience. A monthly \$300 healthcare stipend is provided. Benefits include 15 days of leave with pay per year, one Friday off per month as designated by the Executive Team, and eight days off for recognized holidays (a total of 35 paid days off per year).

Application Instructions

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

Additional Organizational Information

Farm Action and Farm Action Fund 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 underrepresented 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.