



Digital Communications Coordinator

Posted: October 5, 2026

Level: 1, Coordinator

Salary Range: \$59,410–\$64,045

Reports to: Senior Communications Manager

Location: Remote, U.S.-based

About Farm Action

Farm Action is a farmer-led watchdog organization exposing corporate power in food and agriculture.

We investigate how a handful of powerful corporations shape agriculture and food markets, from the prices farmers receive to the choices consumers have at the grocery store. Through research, public education, storytelling, and policy work, we make these problems visible, hold corporations and government accountable, and fight for fairer food and farm policies.

Position Overview

Farm Action is seeking a creative Digital Communications Coordinator to turn our research, advocacy, media work, and storytelling into engaging digital content.

This is a hands-on role focused on social media, short-form video, and graphic design. Working within priorities set by the communications team, the coordinator will develop creative ways to promote Farm Action's reports, blogs, campaigns, media appearances, and rapid-response work across digital platforms.

The coordinator will create social content, develop and edit videos, write scripts, design graphics, and produce on-camera content featuring themselves, Farm Action staff, and partners as appropriate.

The ideal candidate is a strong content creator who can take complex food and agriculture issues and make them clear, visual, and engaging. This role does not set Farm Action's overarching communications strategy, but brings creativity, initiative, and sound judgment to executing established priorities.

Responsibilities

Social Media and Digital Content

- Develop platform-specific social content plans for Farm Action's reports, research, blogs, campaigns, policy work, media appearances, events, announcements, and other communications priorities.
- Turn longer-form Farm Action content into engaging social-first content, including videos, carousels, graphics, explainers, quote cards, and multi-post series.
- Write clear, compelling social copy, captions, hooks, headlines, and calls to action in Farm Action's voice.
- Create and maintain Farm Action's social media content calendar in coordination with the communications team.
- Create, schedule, and publish content across Farm Action's social media platforms, adapting content for different platforms and audiences.
- Monitor breaking news, food and agriculture developments, and relevant online conversations and quickly develop timely content around priorities identified by the communications team.
- Brainstorm new formats and creative approaches for explaining complex issues involving food, farming, corporate power, competition, markets, and public policy.

Video Production and Storytelling

- Make short-form video a central component of Farm Action's digital communications.
- Develop concepts, hooks, scripts, and storyboards for short-form videos, including explainers, rapid-response videos, interviews, staff commentary, farmer stories, and promotional content.
- Film, edit, caption, package, and publish high-quality social video.
- Appear on camera in Farm Action digital content when appropriate.
- Work with Farm Action staff and partners to develop scripts and support them in preparing for and recording on-camera content.
- Repurpose television appearances, interviews, webinars, events, speeches, podcasts, and longer-form recordings into engaging social video clips.
- Incorporate captions, text, graphics, audio, and other elements that strengthen storytelling and improve accessibility.

Graphic Design and Visual Communications

- Produce Farm Action's routine graphic design and visual content.
- Design polished social media graphics, carousels, quote cards, charts, infographics, data visualizations, promotional graphics, and other digital assets.
- Translate research findings, statistics, and complex policy information into clear and compelling visual content for general audiences.

- Create visual materials to support Farm Action reports, blogs, campaigns, announcements, events, and rapid-response communications.
- Design routine organizational materials such as fact sheets, one-pagers, handouts, signs, presentation graphics, email graphics, and web graphics.
- Create and maintain reusable templates and ensure consistency with Farm Action's brand standards and visual identity.
- Prepare files in appropriate formats and dimensions for digital and print use.
- Coordinate with outside designers when specialized projects fall beyond routine in-house design needs.

Engagement, Analytics, and Digital Operations

- Monitor social channels, comments, mentions, messages, and audience engagement.
- Respond to routine audience interactions within established organizational guidance and flag sensitive or substantive matters for communications leadership.
- Identify opportunities to engage with farmers, journalists, partner organizations, advocates, and other relevant accounts.
- Help cultivate an active online community around Farm Action's work.
- Monitor social media performance, including reach, engagement, audience growth, and video performance.
- Prepare regular performance reports and recommend tactical adjustments to content formats, hooks, posting practices, timing, and creative approaches based on results.
- Test new digital formats and tools and apply lessons from performance data to future content.
- Maintain organized digital assets, including graphics, templates, photos, video, and other communications files.
- Ensure published content meets standards for accuracy, spelling, formatting, branding, links, captions, and accessibility.
- Collaborate with communications, research, policy, and other staff to accurately translate Farm Action's work for public audiences.

What Success Looks Like

A successful Digital Communications Coordinator does more than publish links to Farm Action's work. They find creative ways to make that work travel.

When Farm Action publishes a report, releases new research, appears in the news, responds to a breaking development, or tells a farmer's story, this person is thinking about how to transform it into compelling social content: What is the strongest hook? What should become a video? What deserves a carousel? Who should be on camera? What can we visualize? How can we tell this story in a way that makes someone stop scrolling and pay attention?

This is a role for someone who enjoys making things and wants to use video, design, writing, and social media to help important ideas reach more people.

Qualifications

- At least 2 years of relevant experience in social media, digital communications, content creation, graphic design, video production, or a related field. Experience may come from nonprofit, advocacy, journalism, campaigns, agencies, brands, personal content creation, or other relevant settings.
- Demonstrated ability to develop creative social content from longer-form source material such as reports, articles, research, news, or policy information.
- Strong graphic design skills and experience creating polished digital and social media assets.
- Demonstrated experience producing short-form video from concept through final edit.
- Strong writing and storytelling skills, including the ability to explain complicated subjects in clear, accessible language.
- Comfort appearing on camera and/or directing and producing other people on camera.
- Proficiency with relevant graphic design and video-editing tools, such as Adobe Creative Suite, Canva, CapCut, Premiere Pro, or comparable platforms.
- Strong understanding of major social platforms and how content formats, audiences, and conventions differ among them.
- Ability to work quickly and accurately when responding to breaking developments.
- Strong organizational skills and ability to manage multiple pieces of content and deadlines at once.
- Ability to receive editorial direction while exercising creativity and judgment in content execution.
- Collaborative approach and ability to work effectively with colleagues who have different areas of expertise.
- Interest in Farm Action's mission and in communicating issues related to food, agriculture, corporate power, competition, or public policy.

Compensation, Hours, and Location

This is a full-time remote position. Compensation ranges from \$59,410–\$64,045, based on experience. A monthly \$350 healthcare stipend is provided. 2026 schedule and time-off benefits include flexible Fridays, a two-week office closure around Christmas, eight paid holidays, and 15 days of paid time off annually. Schedule and time-off benefits are reviewed annually by the Board and may be adjusted.

Application Instructions

Please submit a cover letter, resume, and selected work samples to info@farmaction.us with the subject line “Digital Communications Coordinator.”

Please submit no more than six work samples that best demonstrate your fit for this role, including:

- 2 short-form videos you personally created or played a significant role in creating;
- 2 graphic design or visual communications samples; and
- 1–2 social media posts, campaigns, or content series that demonstrate your approach to digital storytelling.

For each sample, please briefly identify your role in creating it, particularly if the work was collaborative.

Work samples may be submitted as direct links, individual PDF files, or compiled into a single PDF containing links and brief descriptions. Please do not submit large video files as email attachments; provide links to video samples instead. You may also include a link to a broader portfolio, but a full portfolio is not required as part of the initial application process.

We are particularly interested in work that demonstrates an ability to take complex information and turn it into content that is clear, engaging, visually compelling, and appropriate for social media.

All communications will be treated confidentially. No follow-up inquiries, please.