



## About Our Organization

Wolfe's Neck Center for Agriculture & the Environment is on a mission to transform our relationship with farming and food for a healthier planet. We are a nonprofit education and research center situated on 626 acres of farmland, forest, and coast in Freeport, Maine. Our campus consists of an organic dairy program, livestock barns, diversified fruit and vegetable production, an oceanfront campground, and miles of wooded hiking trails. As a working farm located within a unique mix of ecosystems, we offer a remarkable and inspiring place for visitors of all ages to learn and play. Our year-round programs include farmer training, field trips, workshops, weekend events, and more.

## Role & Responsibilities

In coordination with all departments, the Marketing and Communications Manager is responsible for developing and executing the annual marketing and communications plans including budget, email campaigns, web and social media strategy. The MCM plays a key role in supporting the work of all the departments at WNC by creating original content that highlights our mission, programs, services, and products. As the point person for all social media platforms, email communications within the WNC community, and designer and editor for printed materials, this position brings together the different voices of WNC in a unified, compelling way. This position manages all digital tools internally and externally, and provides metrics to support strategy and decision making. Through digital communication channels, earned media and the maintenance and improvement of WNC's website, the MCM helps the organization meet annual fundraising and program budget goals. Responsibilities include:

- Maintain and expand WNC's social media presence; develop content through video, interviews, photography and storytelling; schedule posts for all platforms. Strategically manage social media platforms for increased engagement and growth.
- Serve as the webmaster, overseeing content and coordinating with other departments to keep it fresh and relevant. Coordinate with web developer to create landing pages and optimize user experience.
- Develop thematic communications strategy to cohesively tie messaging across platforms and departments
- Execute paid social media campaigns and create Facebook/Instagram advertisements
- Strategize and coordinate all email campaigns, and develop drip campaigns, A/B tests. Design and edit weekly emails for farm and campground.
- Grow and maintain email contact lists and segmented groups to increase open rates and minimize opt-outs
- Track WNC's web and social media analytics against goals for growth, engagement and visibility; Create a dashboard that easily conveys outcomes and analytics
- Identify emerging trends in digital marketing and social media that support our strategy and provide leadership and perspective adoption where appropriate
- Brainstorm new and creative growth strategies and coordinate with other departments to execute
- Manage Google AdWords grant to maximize conversion
- Uphold brand guidelines, and social media/web content standards
- Design, coordinate content, edit and manage production of annual print newsletter, program brochures, and other printed materials.
- Generate ideas for and write blog posts, manage guest bloggers
- Create flyers, in-house posters, signage and other print materials for events, programs, and products
- Develop monthly internal newsletter for WNC staff and board

## Qualifications

- 3-5 years of relevant professional experience in communications and/or marketing, preferably in a nonprofit organization
- Bachelor's degree in a related field, such as journalism, public relations or communications
- Excellent written and verbal communication skills
- Strong attention to detail and proofreading skills

- Strong organization skills
- Proven results in implementing marketing and communications strategic plans
- Proven results in managing social media platforms (Facebook, Twitter, YouTube, Instagram, etc.) and analytics technologies to engage a diverse audience
- Proficient in MailChimp, WordPress and Adobe Creative Suite, specifically InDesign, Photoshop, and Lightroom
- Photography and video editing skills a plus
- Proficiency in Salesforce or similar CRM platform a plus
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines

### **To Apply**

Please submit a letter of interest along with your resume to [jobs@wolfesneck.org](mailto:jobs@wolfesneck.org). Please include the title of the position you are applying for in the subject line - Marketing & Communications Manager. **Application Deadline: October 23, 2020.**

Wolfe's Neck Center for Agriculture & the Environment does not discriminate on the basis of any protected category. Applicants are selected based on their ability to perform the essential functions of the job, prior related work experience, and references from previous employers.