



# WOLFE'S NECK CENTER FOR AGRICULTURE & THE ENVIRONMENT

## Job Posting

### Marketing and Communications Manager

**Wolfe's Neck Center for Agriculture & the Environment (WNC)** seeks to transform our relationship with farming and food for a healthier planet. On our 626 acres of diverse ecosystems, we farm, conduct agricultural research on soils and climate change, and invite visitors to engage with the food system and the role we all can play in building a more just and sustainable future. The farm is a beautiful and inspiring place for visitors of all ages to learn and play. We offer a diversity of ways for visitors to engage with this place, including numerous education programs, summer camp, a farm Store & Café, and our beautiful campground.

We have an incredible team of employees who are passionate about our mission and have fun working together. Our programs are making a real difference in the world – teaching kids about the importance of food choices, providing training for new farmers, and helping agriculture to make a positive impact on the environment. The organization has come a long way in the past several years and is looking for a team member who can provide creative, effective communications to support our efforts.

### Position Overview

In coordination with all Wolfe's Neck Center departments, the Marketing and Communications Manager is responsible for developing and executing annual marketing and communications plans including public relations, digital, print, and on-site communications, and brand management. As a member of the Advancement Team, the MCM plays a key role in supporting the work of all the departments at WNC by directing original content development that highlights our mission, programs, services, and products. As the organization's primary storyteller, this position brings together the different voices of WNC in a unified, compelling way. Through digital communication channels, earned media and the maintenance and improvement of WNC's web site, the MCM helps the organization to promote its mission, raise public awareness of WNC's work, and meet annual fundraising and program budget goals.

### Primary Responsibilities

- Grows and develops a variety of content for WNC's social media channels, email campaigns, and other communication outlets. Raises awareness of WNC's mission and programs by creating and sharing interesting, relevant, and engaging content. Identifies new and innovative ways to enhance and expand WNC's social media presence and outreach to various audiences.
- Manages WNC's website, which includes creating a variety of content, ensuring that the site is fresh and timely, accurate, representative of WNC's many bodies of work, and engaging to a variety of audiences.
- Works closely with program staff to design and implement communications strategies and effective messaging for organizational and project-specific goals.
- Works with the Development Director to develop annual budgets for marketing & communications, and monitor progress, assures adherence and evaluates performance.
- Working with the Development staff, designs and implements effective strategies targeted to WNC's constituencies to keep them informed and engaged in the organization.
- As needed, generates press releases and makes follow-up calls to engage media in coverage of WNC's events, programs and initiatives.

- Develops and maintains relationships with key local media outlets
- Identifies emerging trends in digital marketing and social media that support our strategy and provides leadership and perspective adoption where appropriate.
- Serves as brand manager to ensure compliance and integration of messaging and brand guidelines across the organization, including design and materials for signage, branded wear, and other products.
- Designs, coordinates content, edits and manages production of annual print publication, program brochures, and other printed materials.
- Generates ideas for and write blog posts, manage guest bloggers
- Supervises Digital Marketing Coordinator

#### Skills and Qualifications

- 4-6 years of relevant professional experience in communications and/or marketing, preferably in a nonprofit organization or place-based business
- 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
- 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 and basic HTML (WordPress preferred)
- Proficient in Adobe Creative Suite
- Photography and video editing skills a plus
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines

#### Compensation

The Marketing and Communications Manager is a full-time, year-round position. Salary range is \$46,000 - \$54,000 annually. As a full-time employee, this position is eligible for benefits offered by Wolfe's Neck Center, including: health insurance, dental insurance, paid vacation and holidays and our retirement savings plan.

#### To Apply

Please email a cover letter and resume to [jobs@wolfesneck.org](mailto:jobs@wolfesneck.org) with **Marketing and Communications Manager** as the subject line. In the interest of reducing waste, please do not mail a hard copy of your materials. Interested applicants are encouraged to apply ASAP. This position will be posted until it is filled but application materials received by Nov 12<sup>th</sup> will be given preference. No phone calls please. Position posted 10/7/21.

Wolfe's Neck Center is an Equal Opportunity Employer and values diversity in the workplace.