



STRATEGIC COMMUNICATIONS MANAGER

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A Bit About Us

Wolfe's Neck Center for Agriculture and the Environment is a nonprofit, farm-based education, research, and visitor center situated on over 600 acres of coastal farmland in Freeport, ME. Wolfe's Neck Center is on a mission to transform our relationship with farming and food by facilitating knowledge and best practice sharing, educating a wide variety of learners, and convening a community of people who care about the future of food.

Position Overview

Reporting to the Director of Development and Community Engagement, the Strategic Communications Manager plays an integral role in developing and implementing communication strategies that effectively convey Wolfe's Neck Center's scope of work, programs, and impact. The Strategic Communications Manager is a member of the Advancement team and will work collaboratively across Wolfe's Neck Center to incorporate organizational objectives, values, and progress into unified, compelling external messaging. This position will also bring a strategic approach to identifying and segmenting Wolfe's Neck Center's key audiences, including partners, funders, and visitors, and produce communications tailored to those audiences. The Strategic Communications Manager is a unique opportunity to work closely with all of Wolfe's Neck Center's program areas and shape a strategic communications function for the organization.

Primary Responsibilities

- Collaboratively develop and execute annual communication plans that include, impact narratives, brand management, public relations, and events, to share Wolfe's Neck Center's work and support annual revenue goals
- Promote Wolfe's Neck Center's mission through digital communication channels, earned media, on-site events, and other special projects
- Identify Wolfe's Neck Center's key audiences and maintain updated audience segments
- Act as point of contact for all press inquiries and coordinate all press engagements internally in accordance with Wolfe's Neck Center's press policy
- Develop and direct original content that showcases Wolfe's Neck Center's mission, programmatic offerings, scope of work, and impact to be shared in various channels, including social media, email, and other outlets
- Stay current on all of Wolfe's Neck Center's programs and priorities to be able to share externally clearly and concisely in external verbal and written communications
- Manage Wolfe's Neck Center's website presence, which includes creating a variety of content, ensuring that the site is fresh and timely, accurate, representative of program areas, and engaging to Wolfe's Neck Center's key audiences
- Manage outside vendors that support Wolfe's Neck Center's communication work
- Develop and monitor the annual communications budget in partnership with the Director of Development and Community Engagement
- Develop and maintain relationships with key local media outlets, and create press releases and pitches as needed
- Stay current on digital marketing and social media trends to inform strategy
- Serve 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
- As part of the Advancement team, support internal fundraising and community-building events through printed materials, content creation, and event support
- Produce printed materials as needed including signage, brochures, and other collateral as needed

- Manage a Development and Communications Coordinator in partnership with the Development Operations Manager

Qualifications

- 5-7 years of relevant professional experience in communications, development and/or marketing, preferably in a nonprofit setting
- Ability to establish credibility and build collegial relationships with all levels of staff, exuding a proactive and collaborative working style
- Outstanding written and verbal communication skills
- Strong attention to detail and copy-editing skills
- Proven track record of developing and implementing communication plans aligned with organizational goals and revenue strategy
- Experience managing social media platforms (i.e., Instagram) as part of a communications strategy, and a strong understanding of best practices and how to stay current on best practices
- Proficient in technology solutions as a communications tool, including:
- MailChimp, WordPress, Salesforce, and Adobe Suite, with particular focus on InDesign, Photoshop, and Lightroom
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines
- Excellent interpersonal skills, with the ability to develop productive working relationships across a diverse spectrum of stakeholders (internal and external)
- Strong time management skills with the ability to work with a strong sense of urgency according to priorities as a team player
- Evidence of commitment to mission-driven work related to Wolfe's Neck Center
- Motivated, self-starter with proven ability to work in a team environment
- Willingness and availability for some night and weekend events work

Compensation

The Strategic Communications Manager is a full-time, year-round position. The starting salary range is \$55-65k. As a full-time employee, this position is eligible for benefits offered by Wolfe's Neck Center, including employer-paid health insurance premiums, dental insurance, paid vacation and holidays, and our retirement savings plan.

To Apply

Please email a cover letter and resume to jobs@wolfesneck.org with the Strategic Communications Manager as the subject line. To reduce 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 October 25th will be given preference. No phone calls, please. Position posted 9/27/23.

Non-Discriminatory Selection Process

Wolfe's Neck Center for Agriculture & the Environment, in accordance with federal Equal Opportunity laws, does not discriminate on the basis of race, color, religion, national origin, ancestry, sex, age, sexual orientation including gender identity or expression, veteran status, or physical or mental disability in the hiring of its employees. Applicants are selected based on their ability to perform the essential functions of the job, prior work experience, and references from previous employers.