



Communications Coordinator

The communications coordinator is a full-time (40 hrs/week) position with the Carolina Farm Stewardship Association (CFSA). The communications coordinator will have a passion for local, sustainable food and work in concert with CFSA staff to carry out [CFSA's strategic plan](#) through communications and marketing efforts. The coordinator may work remotely or out of our Pittsboro, NC office, and will have some minimal travel throughout the Carolinas. The communications coordinator reports to the communications manager.

ABOUT CFSA

The Carolina Farm Stewardship Association (CFSA) is a 42-year-old member-based 501(c)(3) non-profit organization whose mission is to advocate, educate, and build connections to create sustainable food systems in the Carolinas centered on local and organic agriculture. We affirm that [racial equity is a core tenet](#) of CFSA's outlook and are committed to serving and reflecting the diverse stakeholders in the Carolinas' food system.

JOB RESPONSIBILITIES

- Raise the profile of CFSA's storytelling, outreach, marketing campaigns, and fundraising efforts.
 - Write content for CFSA's external communications, including blog posts, emails, newsletters, marketing content, press releases, mailers, and other publications.
 - Identify stories across staff, membership, and the CFSA community to be told or amplified. Solicit and manage guest writers from across the Carolinas.
 - Provide copy edits and editorial feedback, ensuring alignment with branding and strategic goals.
 - Assist with formatting, scheduling, and publishing/distribution.
- Bolster community engagement and reach through social media engagement and listening.
 - Work with the communications manager to plan strategic, engaging social media campaigns.
 - Create posts for Facebook, Instagram, and Twitter.
 - Research and implement creative strategies.
 - Compile and measure key metrics.
- Maintain the website.
 - Work in tandem with the communications manager to post new content.
 - Coordinate across-staff to ensure published content is kept up-to-date.
- Improve internal communications.
 - Improve CFSA's video and photo library, including management of permissions.
 - Assist in identifying, creating, and maintaining a process to streamline staff requests for marketing and communication needs.
 - Develop and maintain tools to ensure brand and voice consistency (e.g., branding guide, media kit, guidelines for blog posts).
- Expand CFSA's media outreach by researching new media contacts and initiating outreach, tracking clips, and maintaining relationships with relevant press contacts.

PREFERRED QUALIFICATIONS & ABILITIES

- A minimum of 1-3 years of relevant experience
- Demonstrated commitment to equity, diversity, and inclusion, including experience interacting and working with diverse communities, neighborhoods, and populations



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- Bachelor's degree in communications, marketing, creative writing, or another related field
- Strong writing and editing skills
- Demonstrated experience with Wordpress, Google Drive, and social media platforms
- Self-motivated, organized, able to ask questions, and stay on task when managing multiple projects
- Adept at working collaboratively with a variety of personalities, writing skills, and backgrounds
- Willingness to learn about new subjects and take initiative on leading new projects

Ideal candidate may also have:

- Multimedia skills, including audio or video production, graphic design, and/or photography
- Experience with Salesforce, Mailchimp, Canva, Adobe Suite, and/or Basecamp
- Farming or ranching experience
- Experience working on food or environmental justice issues

The anticipated starting salary range for this position is \$40,000 - \$42,000, commensurate with experience. In addition, CFSA offers generous vacation, retirement, and health insurance benefits.

CFSA is an equal opportunity employer and is committed to building a diverse staff that honors the agricultural contributions of many cultures. People of color, LGBTQ+ people, and other individuals from diverse backgrounds are encouraged to apply. CFSA is committed to providing employees with a work environment free of discrimination and harassment. All employment decisions at CFSA are based on business needs, job requirements and individual qualifications. CFSA does not discriminate on the basis of actual or perceived race, color, national origin, ancestry, sex (including pregnancy, gender, gender identity, gender expression, and sexual orientation), religious creed, disability, medical condition, genetic information, age, marital status, or military or veteran status.

To apply, please submit:

- Your resume
- A cover letter explaining how your experience will enable you to be successful in this position
- 3-4 writing samples demonstrating strong writing and effective storytelling (bonus points if they include calls-to-action)
- Any social media profiles you wish to share that showcase your experience

Submit application materials to apply@carolinafarmstewards.org with "Communications Coordinator" in the subject line. You will receive an electronic confirmation of your email submission. No phone calls, please. **Open until April 16, 2021.**