



Viva Farms is a non-profit Farm Business Incubator and Training Program with a mission to create a more just and resilient local food system. We empower beginning and limited-resource farmers by providing bilingual training in holistic organic farming practices, as well as access to land, infrastructure, equipment, marketing and capital.

Viva Farms is committed to maintaining a welcoming, respectful, and inclusive environment for its diverse community of farmers, staff, students, volunteers, and partners. Viva Farms provides equal opportunity for its programs and activities and does not discriminate against individuals on the basis of race, color, national origin, religion, sex, age, pregnancy, disability, marital status, military or veteran status, genetic information, sexual orientation, gender expression or identity, or any other status or condition protected by applicable federal, state or local laws. We welcome and encourage applications from people of all backgrounds.

Communications Manager Job Description

Reports to: Executive Director

Salary and Benefits: DOE

Position Summary

In partnership with the Executive Director, the Communications Manager is responsible for developing and implementing a comprehensive communications and marketing strategy that aims to engage key audiences, raise organizational visibility, and increase public support for Viva Farms' mission.

The Communications Manager is responsible for producing and activating content via a multi-channel strategy that includes social media, website, video, print, and public relations activities to achieve programmatic, development, community engagement and partnership goals. The Communications Manager's work will play a critical role in expanding the organization's program participation and base for support. The ideal candidate is a self-directed, strategic thinker with an ability to effectively articulate Viva Farms' impact by creating content that moves a variety of audiences to engage with our mission.

Essential Responsibilities

- Build and execute a comprehensive communications and marketing strategy
- Develop and manage all marketing processes, measurement, and information systems to enable the overall function to operate efficiently and effectively.
- Create engaging, compelling and shareable content that tells the story and impact of Viva Farms
- Develop digital and print assets to optimize brand awareness, raise resources and engage various audiences and stakeholders across multiple platforms and in-person events.
- Partner with the Development team to customize content and engagement experiences for donor and community supporters
- Update and maintain Viva Farms website
- Proactively seek, manage and leverage media coverage opportunities to advance Viva Farms' strategic goals.



- Develop and manage annual marketing and communications calendar and budget, ensuring resource optimization and effective support of key organizational goals.
- Create and implement social media and marketing editorial calendar, maintain social media pages and presence.
- Build meaningful connections with partners and community members through dialog and messaging. Moderate user-generated content appropriately, based on Viva Farms policies.
- Track and analyze analytics reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes.
- Provide technical assistance to farmer participants as needed
- Perform other duties as required or assigned.

Required Qualifications:

- 1-3 years of experience in the design and execution of marketing and communications strategies, including digital marketing campaign management.
- English fluency, and proficiency in written and spoken Spanish.

Preferred Qualifications:

- Must demonstrate a commitment to the mission of Viva Farms
- Skilled in design, production, and management of website content, digital/social media content via content publishing tools such as WordPress, Adobe Creative Suite, Google Suite, Sprout Social, HootSuite, Mail Chimp, Facebook, Instagram, Twitter
- Skilled in Windows, Microsoft Office Suite, Google Suite, and internet research.
- Exceptional writing and editing skills.
- Effective and articulate public speaking and presentation skills.
- Ability to multitask, and self-manage to effectively meet deadlines
- Commitment to diversity, equity, inclusion and social justice.
- Excellent creative problem-solving skills, including negotiation and conflict resolution among competing priorities in a resource-constrained environment.
- Must be a positive team player and have a great sense of humor.

If interested, please send a resume, salary requirements and a cover letter explaining why you would be a great fit for this position to jobs@vivafarms.org. Please include "Communications Manager" in the email title.

TERMS

This is a full-time, exempt position with benefits that include health, dental and vision insurance (Viva Farms pays 75%) and an employer sponsored 403(b) retirement program. Hybrid-Remote Arrangement Considered. In person work required as needed in Viva Farms' offices in Mount Vernon, WA. The ability



GROWING FARMERS, COMMUNITY & FOOD

to travel locally for in-person engagement with stakeholder groups including supporters, donors, partners, and community members required.

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