



Supporting you to GET GROWING

Full-Time Position

Job Title: Communications & Marketing Director

Description: The Communications & Marketing Director is responsible, in close collaboration with the OGS Executive Director and all staff, for all aspects of the Communications and Marketing plan for OGS and all its programs.

Tasks Include:

Communications & Marketing Direction (60% of Time)

- **Oversight & Management:**
 - Develop annual work plan for OGS communications and marketing based on the marketing plan including all program areas and general messaging.
 - Develop annual budget for overall OGS communications and marketing based on the marketing plan.
 - Ongoing assessment and updates to the OGS Marketing Plan, Messaging Plan, Evaluations Plan, for the organization.
 - Manage and oversee the implementation of the Marketing Strategy including the annual work plan and the Marketing, Messaging, and Evaluation Plans.
 - Develop, enhance, and provide ongoing improvement to the OGS Brand Strategy & Architecture.
- **Implementation:**
 - Management of the OGS website including content, SEO, analytics, blog management, archiving pages, design upgrades, and keeping pace with relevance.
 - Manage the OGS Social Media plan including relevance, reputation, regularity, and engagement with constituents.
 - Manage the OGS E-newsletter including ongoing design, strategies for engagement, coordination of the columns, subscriber list management, recruitment, and engagement.
 - Plan and manage the communication aspect of the fundraising strategy including all media.
 - Manage, optimize, and expand the affiliate relationships with partners.
 - Manage the OGS technological and participant aspects of the evaluation plan system.
 - Plan and manage the new media elements of the OGS marketing plan.
 - Plan and manage a year-round press-release schedule.
 - Develop a robust media list and media relationships both regionally and nationally and plan and manage a year-round press schedule for best organizational positioning.
- **Administration:**
 - Interface with board including monthly Board Reports, Attendance at regular board meetings, and Coordination of the Marketing Committee.
 - Set organizational standards, with regards to procedures and systems as well as technological and design methodologies based on best practices and current trends in the field.
 - Train and encourage staff to engage in social media and other outreach systems and solicit input from staff for outreach endeavors.

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- o Management of the sponsorship benefits for Growth Partners and other general funders.
- **Technical Support & Training:**
 - o Responsible for organization wide IT policy & guidelines and relevant staff manual updates.
 - o Support staff with Asana/Google Drive and other OGS technologies and shared systems.
- **Intern Management:**
 - o Direct year-round recruitment campaign and engage regular intern for marketing/media support.
 - o Manage hiring, onboarding, orientation, training, support, and performance reviews for interns.
 - o Coordinate intern workflow, deliverables, and outcomes.

Programmatic Marketing (40% of the time)

- In consultation with each Program Director, provide leadership, direction, coordination, oversight, management and execution for the Marketing Plans of all OGS Departments:
 - o Events
 - o Farmer Programs
 - o Home Grower Programs
- Administer department meetings, assist and/or implement marketing plan, oversee timelines, budgets and deadlines.
- Manage the graphic design schedule, produce print and digital collateral, and coordinate the printing process for all programs based on a pre-set schedule including brochures, programs, ads.
- Solicit and manage the media trade sponsors for all programs including tracking sponsor benefits, meeting deadlines, building relationships, and expanding sponsor support for OGS programs.
- Manage the website for all programs including updating and maintaining accurate information, freshening the look, creating banners, maintaining menus, and addressing user and staff needs.
- Manage the social media aspects of all programs including facebook events, twitter, pinterest, flickr, and instagram engagement.
- Provide leadership, direction, and oversight of all digital and paper participant evaluations and interface with program directors and the public on all surveys for programmatic feedback.

Requirements:

- Experience with Wordpress (ideally Divi theme), Adobe Suite, Google Docs, Google Analytics, Google Adwords, Facebook Business Manager, SEO, a MUST. Applicants who lack significant experience with these software applications will not be considered.
- Self-directed. Works Autonomously. Multi-tasking. Broad-view.
- Innovative. Creative. Flexible. Team Player. Quick Learner.
- Excellent time-management and prioritization skills.
- Management experience especially with a breadth of duties
- Non-Profit experience.
- Technically savvy and experienced with technical support.
- Graphic design and web design portfolio.
- Up-to-date and actively engaged in social media.
- Strong attention to detail, highly organized, and efficient.
- Excellent written and verbal communication skills.
- Ability to work independently and cooperate easily with a team.
- Solid people skills and experienced with technically interfacing with team members.
- Familiarity with sustainable food and farming is a plus.

Salary: \$36,000 per year.