



## **Full-Time Position**

*Organic Growers School (OGS) is an Equal Opportunity Employer. We encourage Black, Indigenous, and Folx of Color to apply. However you identify and whatever background you bring with you, please apply if this is a role that would make you excited to come into work every day. Come join us and help us build an organization where we're all proud to belong.*

*OGS does not discriminate on the basis of actual or perceived race, color, national origin, ancestry, sex, gender, gender identity, gender expression, religious creed, disability, medical condition, genetic information, age, marital status, parental status, sexual orientation, military and veteran status, or any other characteristic protected by federal, state, or local law.*

## **Job Title: Director of Marketing and Communications**

**Description:** Organic Growers School's mission is to inspire people to farm, garden and live organically. We envision a mutually supportive network of prosperous farmers, productive gardeners and informed consumers engaged in creating healthy communities. We are hiring a Director of Marketing & Communications to help tell our story, manage the website, and engage and grow OGS's audience in the Southern Appalachians. The person in this position is a member of the OGS Leadership Team, and will work closely with our entire Staff team to help lead communication efforts and shape the organization's story and growth for the years to come.

## ***Marketing & Communications (75%)***

- ***Oversight***
  - Provide ongoing oversight, improvement and enhancement to the OGS Brand Strategy & Architecture.
  - Provide planning, oversight, and management of all aspects of program marketing including social media, web presence, e-news, print marketing, radio, and in-person presence.
    - Work with each Program's Team Member to assess needs and create systems for communications, marketing, outreach, and promotions for all programs and events, including online and print materials. Oversee timeline and execution.
  - Coordinate regular meetings/check-ins with the Marketing & Communications Team, and Marketing & Communications Associate. Oversee task management, timelines, prioritization, and workflow.
  - Oversee bigger picture marketing projects including website revamp, blog categorization revamp, implementation feedback from optimization reports, etc.
  - Interface with the Press in order to conduct or facilitate interviews, press releases, and other media coverage.
  - Communications systems coordination (maintain and develop lists and systems for calendar listings, press contacts, social media, newsletter archives, etc.).
- ***Print & Digital Collateral***
  - Manage the graphic design schedule, coordinate the production of print and digital collateral either hands-on or with consultants.

- o Manage all images for the website for all OGS programs keeping in mind the following: updating and maintaining accurate information, freshening the look, creating banners, maintaining menus, and addressing user and staff needs.
- o Work with annual evaluation data to produce ongoing annual reports, infographics, and other collateral regarding impact.
- o Co-coordinate the printing process for all programs based on a pre-set schedule including brochures, programs, ads, etc.
- **Fundraising & Sponsor Support:**
  - o Interface with the Development Team to support wording, process, and outcome.
  - o Management of all sponsorship benefits for Growth Partners, Spring Conference Sponsors, and others.
  - o Participate on the Board of Directors Advancement Committee.
- **Social Media Engagement:**
  - o Develop data driven social media schedules for relevance, reputation, regularity, and engagement with constituents. Engage with and delegate to other staff as needed.
  - o Create, edit, manage and upload videos to the OGS YouTube channel. Engage with and delegate to other staff as needed.

### **Website Management (15%)**

- Oversee the backend of Wordpress website maintenance & updates, User Experience, and SEO.
- Manage and update Apprentice Link & OGS Farm Network online profiles.
- Manage and update OGS web pages.
- Update & oversee program and event registration system.
- Work with the Programs Team staff to assess needs and organize systems for effective program management. Oversee timeline and execution.
- Manage Google Ad Words interface.
- Oversee consistency across the website in terms of design and structure and/or update and maintain all pages.

### **Leadership Team Responsibilities (10%)**

- **Leadership:** Represent and carry out the mission, vision, strategic plan, and values of the organization both internally and externally with passion, conviction, and authentic care.
- **Strategic Direction:** Recognize opportunities, challenges, strengths and weaknesses of the organization as well as the local and global context, culture, and climate surrounding the OGS mission, vision, and strategy.
- **Community Relations:** Establish good working relationships, collaborative arrangements and participate in projects with professional, civic and private organizations, and stakeholders, community groups, funders, politicians, etc. to keep them informed of the work of OGS, form partnerships, and create mutual collaboration on shared work to help achieve the goals of OGS.

### **Requirements/Qualifications Summary:**

The ideal candidate has strong interpersonal skills and is a self-starter, quick learner, an accountable team collaborator, and must have at least 2-3 years experience in marketing, branding and/or communications. Must be proficient in website management, data tracking and utilization. They will also be enthusiastic about creating equitable and sustainable regional food systems and passionate about story-telling.

### **Other Qualifications Include:**

- Excellent communication and interpersonal skills (verbal, written, oral, and listening) and ability to work effectively with a diverse set of stakeholders.
- Experience with the backend of website design and maintenance for Wordpress.
- Highly organized and able to see both the big picture and work with details.
- Excellent time-management, multi-tasking, and prioritization skills.

- Must work independently. Self-direction is of the highest importance.
- Excellent troubleshooting, multi-tasking, and problem solving skills.
- Innovative. Creative. Flexible. Team Player. Quick Learner.
- Significant Coordination, technical support, database, website, and/or graphic design experience.
- Up-to-date and actively engaged in social media.
- Proven ability to prioritize, plan, and meet deadlines consistently, and be comfortable with accountability and performance-based metrics.
- Ability to travel and work a flexible work schedule that includes some nights and weekends
- Experience with these required: Wordpress, Google Suite, Adobe Suite (or similar), task management systems, data management software, and facility in learning new online management tools.
- Experience with some or all of the following is desired: Adobe Suite, AirTable, Asana Google Analytics, Google Adwords, Facebook Business Manager, etc. Some of the technical aspects can be hired out to consultants but some will need to be handled in house.
- Desired: Knowledge of the Western NC and Southern Appalachian region, and some experience managing other staff.
- Familiarity with and a passion for sustainable food, farming, and non-profit organizations a plus.

**Hours:** Full time position. Must average 37.5 hours per week.

**Compensation:** Director of Communications shall receive an annual salary of \$41,000- 43,000 (depending on experience) and is classified as Full-Time, Salaried. Full-Time benefits include paid time off, paid holidays, local food Co-op Membership, and wellness stipend.

**Location:** A combination of remote working from your home office (provide your own computer, printer, and basic office needs) and working in the OGS office at the Smith Mill Works in West Asheville, NC when safe, appropriate, and desired. The ability to be present at various locations throughout WNC and the Southern Appalachians throughout the year is required.

**How to Apply:** Please send a cover letter, resume, and 3 professional references to [communications@organicgrowersschool.org](mailto:communications@organicgrowersschool.org) . Be sure to put "Director of Marketing & Communications" in the subject line. Application Deadline is Friday, August 13, 2021.