Marketing & Communications Manager

Posting Date: August 24, 2020
Office Locations: Concord (Primary) and East Palo Alto (Secondary)

Job Summary
Under the direction of the Executive Director, the Marketing and Communications Manager has one primary role: to oversee all marketing, promotion and outreach activities that build upon the Fresh Approach brand, in order to increase awareness and relevancy of its programs and aid in fund development. The Marketing & Communications Manager will work collaboratively with other Managers, Directors, Program Staff, Funders and Board members to establish marketing strategies to meet organizational objectives and coordinate a range of internal and external communications through a variety of channels. The Marketing & Communications Manager is responsible for creating a marketing and communications plan for Fresh Approach and will work with the Executive Director and Development Director to implement the strategies of the plan. The Marketing & Communications Manager will also work individually or in groups to assist in identifying and making efficient decisions that will lead to successful marketing or project results. This is an outcome-based position; the manager is expected to show quantitative progress for Fresh Approach brand and projects.

We are seeking an individual who values diversity at all levels and is committed to fostering an environment in which community members and co-workers from a variety of backgrounds, cultures, and personal experiences are welcomed and can thrive.

About Fresh Approach
The mission of Fresh Approach is to create long-term change in local food systems by connecting California communities with healthy food from California farmers and expanding knowledge about food and nutrition. We accomplish our mission through a variety of food access and education programs across the Bay Area, including the Mobile Farmers’ Market, VeggieRx, Collective Roots Community Gardening Network, and the East Palo Alto Community Farmers’ Market. We believe that everyone should have equal access to healthy foods and that the health of our communities and the livelihood of our local farmers should go hand-in-hand.

Duties and Responsibilities
The Manager will continually evaluate the effectiveness of communications efforts against the results listed below:

Measurable Results
● Media coverage (mentions, features)
● Creation and distribution of articles and white papers for the Fresh Approach blog and newsletters
● Increase in website visits, and social media hits
● Increase in volunteers and intern interest
● Increase in new partners, clients, and funders
● Increase in individual donors, and individual donor engagement and retention
● Revenue generated for Fresh Approach through fundraising campaigns
● Publication of Annual Reports
Primary Duties:

**Strategy and Leadership**

- Create a Fresh Approach marketing/communications plan, and use metrics, research trends, and analysis of competitors to evolve the plan as needed over time
- Participate in high-level strategy sessions with Fresh Approach leadership team, Board of Directors, and key organizational partners
- Lead ongoing research to understand Fresh Approach’s brand equity and identify opportunities for continued relevancy - create, distribute and analyze survey data and create reports and recommendations
- Maintain a high level of integrity as a representative of Fresh Approach
- Maintaining a high level of proficiency in the subject matter by participating in training, research, and professional activities
- Research and develop ideas for thought leadership communications, including educational papers, seminar topics, webinars, and other material

**Organization-Wide Marketing and Communications Activities:**

- Provide marketing and branding support to Fresh Approach programs and projects
- Play a lead role in individual fundraising efforts by creating and maintaining fundraising campaign web resources (Classy, Facebook, PayPal Gives, etc.), designing marketing materials to support campaigns, and tracking individual donor revenue
- Maintain the organization website, including content updates, blog postings, and creation of new pages as necessary (WordPress)
- Track website analytics on a regular basis (Google Analytics)
- Design and maintain marketing collateral including flyers, booklets, brochures, banners, signs, staff apparel to support Fresh Approach projects and increase awareness of the organization
- Oversee email communications by managing recipient lists, creating and maintaining email templates, and sending out regular newsletters (donor newsletters, campaign emails, announcements, etc.)
- Oversee the planning and posting social media content, tracking social media analytics, and developing emails and flyers from templates (activities performed by the Marketing Coordinator or Specialist)
- Maintain brand identification resources, including logos, trademarks, website domains, etc.
- Maintain all marketing and communications files, including presentations, flyers, signage and all other collateral, and be able to retrieve electronic and hardcopy documents related to Fresh Approach management, media, informational resources, communications, and others when requested.
- Writes, edits, and reviews external communications (including press releases) for media, promotional/marketing efforts in print and electronic formats
- Plan, design, and curate impact data and narrative into an Annual Report
- Other tasks as assigned by the Executive Director
Management

- Lead the hiring and training of Marketing & Communications staff
- Act as a direct supervisor to marketing staff, providing feedback, and resolving complex problems. The Manager will guide the marketing staff in their scheduling and activities, and will be responsible for conducting annual performance reviews
- Facilitate meetings with direct reports
- Provide leadership, training, and mentorship for marketing staff with regular check-ins and coaching
- Develop and contribute to inclusive, anti-racist, and supportive team culture
- Approve timesheets of direct reports
- Supervise interns, volunteers, contractors as needed
- Build relationships and engage with diverse groups of interns, volunteers, and community members
- Attend regular staff planning and project meetings

Desired Qualifications:

- 3-4 years of experience in marketing, communications, or promotions work, preferably for non-profit organizations
- Extensive experience in all aspects of developing, implementing, and maintaining marketing and communications strategies to meet organizational objectives
- Knowledge of performance evaluation techniques, data analysis techniques, and budgeting
- Practical experience in managing food, nutrition, farming, or non-profit marketing program(s) and communications
- Demonstrated interest in community-based health, local food systems, public benefits programs, Certified Farmers’ Markets or California agriculture
- Self-motivated individual that requires minimal supervision
- Experience working with a diverse group of organizations and partners
- Excellent communication, writing, and editing skills
- Familiarity with graphic design software (Adobe InDesign, Illustrator, Photoshop, and/or Lightroom), email marketing tools (Mailchimp), social media scheduling tools (Buffer), web analytics (Google Analytics, Google Search Console), Facebook Ads, and website CMS (WordPress)
- Working knowledge of Google Drive, MS office suite, familiarity with Salesforce
- Strong time management skills and ability to prioritize in an environment with competing demands
- Spanish, or other language abilities a plus
- Ability to manage multiple projects simultaneously and to meet deadlines and goals for projects
- Experience working with diverse populations including recipients of public benefits
- Ability to model good employee and supervisor behavior for any direct reports
Requirements:

- This position requires the employee to work in an office environment and may require work outside in all weather conditions
- This position requires the employee to interact with farmers and other vendors, persons of various socio-economic backgrounds, funding organizations, corporations, government agencies, government officials, and the general public
- This position requires the employee to be able to lift equipment in and out of a vehicle, to lift equipment off the ground, and to be able to lift items over his/her head
- This position requires the employee to be a licensed driver with a safe driving record
- This position may require weekend work and may require early morning work or late evening work
- This position requires reliable transportation other than public transportation

Conditions of Employment:

- This is a full-time exempt position, working 30-40 hours/week, and reporting to the Executive Director
- This is a salaried position with a starting range of $56,160 - $62,400 (equivalent to $27.00-$30.00/hour)
- Benefits for full-time positions include medical, dental, and vision coverage paid by the employer; vacation and sick time accruals; and a 403b retirement plan with employer match subject to vesting

To Apply:

To apply, please email the following to jobs@freshapproach.org

1. A cover letter that highlights the experiences (both work-related and personal) which qualify you for this position.
2. A resume detailing previous work, volunteer, academic, and other experiences that qualify you for this position.
3. A writing sample as well as two pieces of marketing collateral you have worked on (flyer/poster, ad campaign, billboard, website, social media campaign, etc) with a brief description of how you were involved in the project.

If you have any questions about the application process or the position, please reach out to Laura deTar at lauradetar@freshapproach.org.

Fresh Approach is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.