



## **Communications and Outreach Manager Job Description**

The Communications and Outreach Manager is responsible for the planning, development and implementation of the organization's external communications, public relations and community outreach. Community outreach includes the potential to help manage educational or food access programming. The Communications and Outreach Manager reports to the Executive Director. This position begins on 07/01/2022

### **Qualifications**

- Shared Slow Food's "good, clean and fair food" values.
- Demonstrated skills in communications, marketing, community outreach or related fields with three years experience.
- Bachelor's degree in related field.
- Experience curating content for social media and creating original online and printed marketing material/collateral.
- Experience running a marketing campaign.
- Demonstrated strong oral and written communication skills.
- Ability to manage educational programs.
- Strong work ethic.
- Ability to occasionally perform physical labor (lifting produce boxes up to 45 pounds, helping set up tents and tables for events, farm and garden work).
- Experience in education, gardening, cooking or other food or agricultural industry preferred.
- Graphic design experience preferred.
- Prior non-profit experience preferred.

### **Duties and Responsibilities**

Communications and Outreach:

- Work with staff to develop and implement a marketing & communications plan. Set goals and track performance.
- Ensure mission relevant and cohesive branding/messaging across all outward communications.
- Oversee all media relations and press contacts and represent the ED when necessary.

- Manage and create event and program marketing content including press releases, e-blasts, monthly newsletters, community calendars, flyers, invitations, radio interviews, and social media.
- Manage and create original marketing collateral, working with the Marketing Committee and design contractors as needed.
- Create and execute the Six Weeks of Slow Food Old Bill's Fun Run marketing campaign.
- Work with staff to create our annual Programs and Impact Report
- Build ties with regional and national food networks and coalitions around the Slow Food mission.
- Chair the Marketing Committee.
- Manage Slow Food in the Tetons website.
- Support the Slow Food Cooking & Farming Camps and the Slow Food after School Farm to Table Cooking Classes
- Support Food Access Programming

General:

- Attend weekly staff meetings
- Assist with events and other programs as needed.
- Maintain in-depth knowledge of Slow Food programming and current events.
- Work with staff to capitalize on all opportunities to promote Slow Food work.
- Work with the development director to fulfill communications responsibilities of sponsor contracts.
- Support fundraising efforts as needed.

**Compensation**

Annual Salary: Based on experience in the communications and outreach field.

**Benefits**

- Vacation: 15 days/year + federal holidays (See Employee Handbook)
- 100% Gold Classic level coverage through Blue Cross Blue Shield
- Discounts on food
- Flexible schedule

This position is full time, averaging 40 hours/week, salaried, exempt, and at-will